

# **The ROTARIAN**

An International Magazine



**IT'S CHILE IN NOVEMBER**

**R. Sousa Fernández**

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**AUGUST, 1960**

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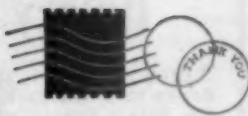
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# Your Letters



## Let Lady Decide

[Re: Welcome the Ladies?, symposium-of-the-month, THE ROTARIAN for July.]

I have just travelled by automobile in the U.S.A. and I have had the pleasure of my wife's company all the time. I have attended many Rotary meetings both here and in Canada, and I must say that every Club I attended invited me to bring my lady along, bless their hospitable hearts. We did even persuade her to go to the meeting in Fort Erie because the President's wife was also present.

Whilst I personally welcome and heartily endorse the idea of having wives present at every meeting, I feel that the ladies themselves might not always wish to intrude upon what a great many of them consider to be solely a man's domain. I feel that it is quite in order to invite a travelling Rotarian's wife to accompany her husband to lunch, and that she should be made to feel welcome, but that the decision to attend should be left entirely to the individual concerned in accordance with prevailing circumstances. As a South African Rotarian, I say by all means invite the wife of a travelling Rotarian

to meetings, but don't insist if the lady would rather not go.

—EDWARD SCHUTTE  
Leaf-Tobacco Buyer  
Governor, Rotary District 230  
Parys, Union of South Africa

## Survey Recalls Survey

William Taylor's *What Does Your Town Think of You?* [THE ROTARIAN for July] recalls for us Arroyo Grande Rotarians a survey which we conducted at two recent meetings of our Club. The purpose was to enable the Club to check on whether or not it is, through the individual members, placing Service above Self; to encourage such Club members who are not serving, to start doing so; and to give public recognition to those who are serving.

The survey showed that there are at least 30 local community and vocational areas of service which owe the success of their programs, in part, to the active leadership and support of Arroyo Grande Rotarians. Church work and Boy Scout work were shown as avenues of service for the largest number of Rotarians, but also they were found active in various education groups, vocational associations, local government, water conservation, city planning, crippled-children work, etc.

A story was prepared for the Arroyo Grande Valley *Herald-Recorder*, setting forth the facts. We believe that any community is entitled to know what its citizens are doing to make it a better place in which to live.

—NEWELL W. STROTHER, Rotarian  
Writer  
Arroyo Grande, California

## Add Famous Alumnus to List

In the story of the beautiful cover on THE ROTARIAN for June [About Our Cover and Other Things] two famous alumni of Tübingen University were mentioned: Hegel and Keppler.

Permit me to add another famous, though not as well known,



"I'd ask you in, Minor, but I suppose you want to get home to your money."  
AUGUST, 1960

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## Rotary Foundation Builders

**SINCE** the report in the last issue of  
Rotary Clubs that have contributed to  
The Rotary Foundation on the basis  
of \$10 or more per member, 48 Clubs  
have become 100 percenters for the  
first time since July 1, 1959. As of  
June 15, 1960, \$556,562 had been re-  
ceived since July 1, 1959. The latest  
first-time 100 percent contributors  
(with Club membership in paren-  
theses) are:

### ARGENTINA

Burzaco (21).

### AUSTRALIA

Kurri Kurri (33); Orange (44);  
Bingara (19).

### BELGIUM

Charleroi-Ouest (24).

### CANADA

Napanee, Ont. (48); Chemainus,  
B. C. (22).

### DENMARK

Frederikssund (25); Maribo (30).

### ENGLAND

Kirby-in-Ashfield (23).

### FINLAND

Seinäjäoki (35).

### FRANCE

Clamecy-Morvan (20); Joigny (20);  
Comminges (St. Gaudens-Luchon)  
(31).

### ITALY

Matera (27); Pontedera (20); Tra-  
pani (65).

### JAPAN

Sano (39); Togane (28); Saga West  
(21); Ryugasaki (23); Oyama (25);  
Murayama (22); Niigata Minami  
(22); Murakami (30); Chikugo (20).

### MEXICO

Villahermosa (15); Toluca (33).

### NORWAY

Bergen (44).

### PHILIPPINES

Cagayan de Oro (52).

### SWEDEN

Normaling (21); Sollentuna (24).

### SWITZERLAND

Zurich-Oberland (27).

### UNION OF SOUTH AFRICA

Queenstown (33).

### UNITED STATES

South Sacramento, Calif. (27); West  
Richmond, Va. (36); Mesquite-Big  
Town, Tex. (24); North Highlands,  
Calif. (23); Blackwood, N. J. (28);  
Staunton, Ill. (20); Wilson, Okla.  
(15); Sarasota Keys, Fla. (21); Coon  
Rapids, Iowa (23); Brighton, N. Y.  
(45); Comstock Park, Mich. (30);  
Rochester, N. H. (24); Fordyce, Ark.  
(36); Ironwood, Mich. (35).

(In the July issue, Webster City,  
Iowa [59], was inadvertently called  
Webster City, Mich. We're sorry!—  
Eds.)

Clubs which have attained more  
than 100 percent status in contribu-  
tions since July 1, 1959:

### 200 Percenters

Oceana, W. Va. (9); Parsons, Kans.  
(61); Brookline, Mass. (68); Shoe-  
makersville, Pa. (29); Oakland, Calif.  
(409); Indio, Calif. (61); Perth Am-  
boy, N. J. (58); Groton, N. Y. (38);  
Venice-Nokomis, Fla. (58); Fairfield,  
Conn. (63); Peterborough, Ont., Can-  
ada (114); Cronulla, Australia (41);  
Dunedin, Fla. (54); Souderton-Tel-  
ford, Pa. (54); Minden, Ont., Canada  
(26).

### 300 Percenters

Kennett Square, Pa. (36); Rich-  
land, Wash. (60); Eupen-Malmédy,  
Belgium (24); El Monte, Calif. (74);  
Wilmette, Ill. (78); Amherst, Mass.  
(78); Lockhart, Australia (20); Sand  
Springs, Okla. (60); Alamosa, Colo.  
(57); Ocean City, N. J. (52); Coalinga,  
Calif. (38).

### 400 Percenters

Cambridge, Mass. (112); Fort Worth,  
Tex. (405).

### 500 Percenters

Péruwels, Belgium (24).

### 700 Percenters

West Chester, Pa. (104).

resident of Tübingen: Primoz Tru-  
bar, founder of Slovenian Protes-  
tantism and writer, publisher, and  
business manager for the first  
Slovenian books ever published  
(the first one in 1551) in that same  
Tübingen where Trubar lived in  
exile as a politico-religious emi-  
grant from Slovenia.

His native land, Slovenia, a Prov-  
ince of Yugoslavia, had three  
prosperous Rotary Clubs between  
the two World Wars: Maribor,  
Ljubljana, and Kranj. They are  
now all defunct, thanks to the  
Nazis and Communists. Having had  
the honor of being a member of the  
oldest Rotary Club in Slovenia,  
Maribor, I would like to congratu-

late you for the happy choice of the  
June cover.

—BOYAN RIBNIKAR, *Rotarian*  
*Travel Agent*  
*Albany, California*

### 'Worthy Object'

I can testify to the effectiveness  
of the worth and work of the Meals  
for Millions Foundation described  
by Hugh M. Tiner in THE ROTARIAN  
for May. I have seen this program  
in action in India and it is magnifi-  
cently administered there as well  
as in the United States. It is cer-  
tainly a very worthy object for Ro-  
tary Club interest.

—JOHN I. YELLOTT, *Rotarian*  
*Engineer*  
*Phoenix, Arizona*

THE ROTARIAN



# Opinion

FROM LETTERS, TALKS,  
ROTARY PUBLICATIONS

## On Making Visitors Welcome

CARLTON L. WHEELER, *Rotarian*  
Realtor  
Penn Yan, New York

I have visited many Rotary Clubs from Maine to Texas. At many places I have been almost ignored and have been left to wander in and ask permission to sit in a vacant chair. Hospitality was conspicuous by its absence. Of course there were places where they seemed glad to welcome me and make me feel at home. The difference in my reception indicates a lack which should be overcome.

It behooves each of us in the spirit of Rotary fellowship to sustain a friendly attitude and increase the quality of our contact with visitors. Maybe these suggestions will help:

- (1) Introduce yourself to the stranger who appears before the meeting starts.
- (2) Inquire about his home, his business, and his Club.
- (3) Be concerned about his enjoying his stay in your area.
- (4) Introduce him to other members, particularly those in the same line of

business, and make it a point to see that someone will accompany him to the dining room and introduce him at the table. (5) Suggest places of interest he might want to see in the area. (6) After the meeting, bid the stranger good-by and invite him back.

## Our Earnest

ERNESTO L. M. ABELLERA, *Rotarian*  
Physician and Surgeon  
Baguio, Philippines

Some of us who had the privilege of standing at the top of Mount Santo Tomas 7,500 feet above sea level looked down on the plains of Central Luzon without realizing that the mountains, no matter how high, ultimately merge into the plains below through the mountain slopes, hills, and valleys. Yes, the high and the low of the land are parts of each other.

Human beings are the same. Too often some believe that they are the only beloved children of God; naturally the question is "Why?" Time is slowly clearing when respect and love for each other are being recognized the world over—man anywhere and everywhere being a part in the cog of this mass of humanity. The pendulum of time and change is slow in swinging, but it is always moving. Love thy neighbor is a dictum of Christianity, a way of life

# BRIDGES

By Thomas John Carlisle\*

*Who built the first bridge in that long ago  
over some stream too deep for him to cross  
hop, skip, and jump? Who found the way to anchor  
piers on each shore and all the other means  
to make a span stand up to human traffic?  
Experience, engineering skill, and vision  
widened the possibilities until  
we now can skim a bay or straddle straits  
which once required patient ferryboats  
or going 'round—sometimes a long way 'round.*

*Yet, when you come to think of it, a boat  
can be a kind of bridge especially  
where oceans are concerned. Stand on the shore  
and try to dream eastward across to Europe  
a bridge—or west to Asia. Or look up  
and see that plane arching the sky which once  
seemed out of reach of any pioneer.  
And now we conjure passage to the moon!*

*It takes persistent ingenuity  
to build those farther bridges but takes more  
to span the space between two human souls.  
Someone must start to reach as far as he  
can stretch imagination and the cables  
of bright compassion: tongue, eye, hand, and heart  
combine to draw the tentative response  
of friendship. This is what the world  
is waiting for: bridges—bridges of friendship.*

\*A Rotarian clergyman and poet of Watertown, New York, who was inspired to write this poem while attending the 1960 Convention of Rotary International in Miami-Miami Beach, Florida.

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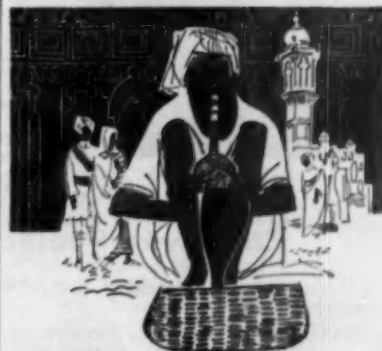
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since the beginning of time but only appreciated in recent times.

Since Ideas and Idealisms are born in the hearts and minds of men through inspirations, these sources of inspirations must be thought of. No doubt the different religions, schools, homes, and all the civic organizations have a hand in the change being written on the wall of time, and we in Rotary offer its idealism as our earnest. —From The Cañao, publication of the Rotary Club of Baguio, Philippines.

### **A Name Plate Speaks**

**E. V. YEUELI, Rotarian**  
Name-Plate Manufacturer  
Malden, Massachusetts

I tell the soldier how to fire his gun,  
the helmsman how to steer his ship.  
*I am a name plate.*

I indicate controls the pilot uses  
to safely fly o'er land and sea.  
*I am a name plate.*

I identify a motor and his horse power,  
the maker, and the number.  
*I am a name plate.*

I am with you from the beginning  
to the end—from birth tag to coffin plate.  
*I am a name plate.*

I identify your house, the name on the door,  
legibly engraved for all to read.  
*I am a name plate.*

Through all walks of life, everywhere,  
on land, sea, and air, I identify a  
maker's product.  
*I am a name plate.*

I tell, inform, and warn with plain, brief,  
and clear directions, benefiting both  
maker and user.  
*I am a name plate.*

Attached to your product my message gives  
instructions for use, care, and maintenance.  
I perform an essential service, unheralded  
and unsung.  
*I am a name plate.*

—From Industry Magazine

### **'Let Us Trace New Roads'**

**DALIBOR SVOBODA, Rotarian**  
Tanning-Materials Manufacturer  
Peñafiel, Chile

Let us fight for a magnificent ideal of true friendship among men; let us fight against all that is destructive; and, in the name of all that creates and edifies, let us trace new roads and find the lost paths; let our soul awake unto that marvelous adventure that is human life, always determined to live and go ahead.

The most valuable capital in this world is the quality of man; the most valuable capital of each man is his moral quality. We are not only bodies that move about, but we are also souls that struggle, hearts that feel, and minds that think.

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# The Object of Rotary

is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

*First.* The development of acquaintance as an opportunity for service;

*Second.* High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society;

*Third.* The application of the ideal of service by every Rotarian to his personal, business, and community life;

*Fourth.* The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.



# This Rotary Month

NEWS FROM 1600 RIDGE AVENUE, EVANSTON, ILLINOIS, U.S.A.

**PRESIDENT.** J. Edd McLaughlin, Rotary's new President, signalled the beginning of his term by challenging the individual Rotarian to live Rotary: "You are Rotary—Express It! Expand It!" With his program sent to all Rotary Clubs, he met with his Board in Evanston, then turned to planning his Rotary visits. The first of these was to take him to Japan early in July for a meeting with the Host Club Executive Committee of the 1961 Convention to be held in Tokyo (see Tokyo item below). His next visit was to be to Detroit, Mich., where the Rotary Club will be celebrating its 50th anniversary. Thereafter he will visit in the Canadian Provinces of Manitoba, Alberta, and British Columbia and the U. S. States of Washington, Wyoming, and North Dakota. With Edd on these travels, except to Japan, will be his wife, Pearle.

**BOARD.** The Board of RI, at its first meeting for 1960-61 in Evanston, Ill., recorded many important decisions. These and others taken at its May, 1960, meeting will be reported in the September issue.

**TOKYO NEXT!** It will be the first ever to be held in Asia. It promises also to set some records for beauty, organization, internationality, and friendliness. What? The 1961 Convention of Rotary International to be held in Tokyo, Japan, May 28-June 1. In this issue (see inside back cover) the President officially calls Rotarians and Rotary Clubs to the meeting. Read his call . . . watch for his article in the September issue reporting his visit to Japan (see first item above) . . . and start planning to go.

**NEW COUNTRY.** Add to Rotary's roster: Aden, a British colony on the southern tip of the Arabian peninsula. The new Rotary Club there is in the port of Aden.

**NEW FELLOWS.** If your Rotary Club is in a District eligible to sponsor a Rotary Foundation Fellow for 1961-62, its deadline for receiving application papers from the student it is to sponsor is August 1. Final date for the papers to be in the hands of the District Governor is August 15.

**NEW "O.D."** Now being compiled for 1960-61 is the "Official Directory," the book Rotarians everywhere depend on for the meeting places and dates of all Rotary Clubs, in addition to the names of Club Presidents and Secretaries. A late-August mailing is scheduled, with copies to go to each Rotary Club on this basis: one for the President, one for the Secretary, and one for each 20 members in excess of 40. To obtain your personal copy, give your order (and 50 cents) to your Club Secretary.

**"BRIEF FACTS."** A new edition of "Brief Facts" is just off the press. This is the popular pocket-sized pamphlet containing in-a-nutshell information about Rotary, its history, membership statistics, varied activities. One to 50 copies may be obtained gratis; more than 50 copies, 3 cents each.

**VITAL STATISTICS.** On June 28 there were 10,681 Rotary Clubs and an estimated 495,500 Rotarians in 116 countries and geographical regions. New Clubs admitted since July 1, 1959, totalled 428.





## About Our Cover and Other Things

THE THREE MEN with the horse are Chilean *guasos*—cousins of the Gaucho in neighboring Argentina and of the cowboy in North America. They are workmen on the farms and ranches and vineyards of Chile and are expert horsemen, most of them. One of their great sports is a sort of rodeo-bullfight in which no blood is shed. A pair of *guasos*, each on his horse, endeavors to work the bull toward the wall of the arena and pin him there—this being the object of the game. The photo was taken by famed U. S. photographer Ardean Miller at the Concha y Toro vineyard near Santiago, in which city in November Rotarians of many countries will gather for the 1960 South American Regional Conference of Rotary International. To learn who is invited and what will happen at the meeting see page 32. We are indebted to Panagra for the picture.

DR. GEORGE E. BAXTER could, but never would, question one of our headings in this issue—*The Last of the Class of '05*. Dr. George himself was in that class; he was in the group of men who joined the first Rotary Club in its first year. In his book *This Rotarian Age*, Founder Paul Harris mentioned "Doc Baxter, an eminent physician who had studied abroad, and who later endowed his alma mater." Doc Baxter is in good health, lives in California, and is an honorary member of the Rotary Club of Glendora in that State. Our title, then, probably ought to say: *Last of the Class of '05 who continued membership in the Rotary Club of Chicago*, but that gets a little unwieldy.

THE ROTARY PRESS expands. The Rotary Regional Magazines, which numbered 22 when we told you a bit about them in our February, 1960, issue, now number 23. The newcomer is the *Rotarian Quarterly* published in Taipei, Taiwan, by and for Rotarians of Free China, Hong Kong, and Macao, and their new Rotary District 345. The *Rotarian Quarterly* speaks Chinese and one reads it from right to left. The first issue, dated April 1, 1960, contains news from the 17 Clubs of the area, Rotary information—and nine articles from THE ROTARIAN, all, of course, translated into Chinese. "This is a rather daring attempt made by a very small number of Rotarians during a short space of time," writes Chang ("Sunny") Shen-fu, of Taipei, chairman of the Editorial Board. The response the first issue brought assures him, however, that the *Rotarian Quarterly* is here to stay. An attractive, serviceful job, Sunny. More power to you and all!



*The Editors*



# The

## Official Publication of ROTARY INTERNATIONAL

General Officers of Rotary International for 1960-61:  
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# ROTARIAN

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AUGUST, 1960

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Cantwell

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Nebraskan K. D. Curtis is a free-lancer who seldom ventures into the realm of fiction. His output on a wide range of subjects has been published in magazines in the U.S.A., Canada, Mexico, Japan, and England. He is unmarried, once lived in Cuba, and has a World War II service record with the Navy in the Atlantic, Pacific, and Caribbean areas. Still, he claims he has lived a "too prosaic life."



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# Adelaide Advances the Arts

*Here's what happened  
when an entire city  
celebrated its culture.*

**By MAXWELL R. LAMSHED**

*Publisher, Adelaide Advertiser  
Rotarian, Adelaide, Australia*

**F**OR a fortnight, Adelaide, capital of South Australia, was the cultural center of the youngest of the continents. Its Festival of Arts, in March, was Australia's first undertaking of an Edinburgh-Salzburg scope and character, and it captured the artistic imagination of the rest of the nation, while drawing notice overseas by its boldness of conception. Results were commensurate. For that period a youthful Australian capital caught something of cosmopolitan European culture—and relished it.

Total attendance exceeded 290,000, and the surprising financial success made the \$100,000 guarantee put up by business firms and private citizens scarcely necessary. A week before the Festival opened, "sold out" signs appeared above the booking offices for the big theater and opera nights, orchestral concerts, and recitals. At dozens of other performances there was scarcely a vacant seat.

Fringe functions not on the official program were strongly attended, too. They included amateur art shows, plays by repertory and other resident groups, recitals, and literary seminars by literary clubs—all part of the thriving permanent cultural life of the over-half-million-population city.

Adelaide, now 123 years old, has the historical and cultural background for such a festival. The State of which it is capital was founded by English idealists on a model plan of colonization devised by Edward Gibbon Wakefield, and Adelaide itself is

THE ROTARIAN

*Fireworks flame above Torrens Lake.*



*Thousands filed along an elevated walkway to view a huge reproduction in flowers of a watercolor by Albert Namitjira, famous aboriginal artist, which was one of the center pieces of National Flower Day. Events of all kinds assured extremely wide participation in the Festival.*

known to visitors as a "city of churches and fine buildings." Town-planning textbooks the world around extol its park system, which includes a large central square and five subsidiary squares in the city proper, and a periphery of parklands a quarter of a mile wide. In addition to its wool, wheat, and wine trade and the great manufacturing developments of recent years, Adelaide is famed for its University, Public Library, Museum, National Art Gallery, virile little-theater movement, Elder Conservatorium of Music, Symphony Orchestra, and opera and art societies.

During the Festival the Sydney, Victorian, and South Australian Symphony orchestras were heard by more than 55,000 people at outdoor and concert-hall performances—with solos by French pianist Phillipe Entremont, Australian violinist Carmel Hackendorf, Canadian soprano Lois Marshall, and Italian violinist Gioconda de Vito. There were other concerts by local orchestras and choirs, including a number of youth concerts and outdoor music galas by national groups from Europe.

Thousands heard grand opera in which figured stars (several of them home-coming Australians) from London's Covent Garden and New York City's Metropolitan Opera, and concert and chamber recitals by the Janacek Quartet and Australian ensembles. In Adelaide University's Bonython Hall and Union Hall and at theaters were plays including



*The Duke, the hunchback jester, and Gilda—principals in a Festival of Arts presentation of Verdi's opera Rigoletto.*





*A focal point for orchestral performances during the Festival was the sound shell in this park, one of many girding Adelaide.*



*Floats covered with flowers and fresh Australian beauties thrilled the thousands watching the torchlight procession on the second night.*

*Famous English Shakespearean actor Sir Donald Wolfit and Lady Wolfit receive floral welcomes at Adelaide Airport. Both were featured Festival players; many other artists came from abroad.*



Eliot's *Murder in the Cathedral* and Shakespearean dramas. Featured were English actors Sir Donald Wolfit and Robert Speaight. Modern drama had an airing, too, with Australian and U.S.A. plays.

The 24 art shows included a million-dollar exhibition of Turners from London's Tate Gallery and a display of Mexican art from the San Francisco gallery.

Riverside carnivals in the center of the city, a spectacular torchlight procession, fireworks displays, the National Flower Day—which transformed Adelaide into a floral bower—jazz concerts by American Dave Brubeck and his ensemble, literary conferences, and a two-day Australian sports carnival added other touches.

The Adelaide Rotary Club used the festival to foster the 1960 "bridges of friendship" ideal. Its members wrote personal letters of invitation to more than 350 Rotary Clubs abroad.

As a result, the Adelaide Club had as guests fellow Rotarians from India, England, Pakistan, Indonesia, New Zealand, California, Texas, Indiana, and Massachusetts. And in addition, Rotarians of Adelaide brought with them to Club meetings scores of other Festival guests from overseas.

Key figures in a project which embraced almost everyone in Adelaide, members of vital working committees, Rotarians treated the venture as an exercise in service to their community and as an expression of public relations. With other leaders in the business and professional world, they came forward to show a wide part of the world that they believed their responsibilities went beyond the material sphere, and that the arts were of enormous importance to present and future generations.





*A featured string ensemble was the Janacek Quartet from Prague.*



*Nicolai Malko conducts the Sydney Symphony Orchestra in a great work of music during a crowded lunch-hour concert in the Regent Theater.*



*Distinguished English actor Robert Speaight (right), who flew to the Festival from Los Angeles, spoke to the Rotary Club of Adelaide. Here he chats with Thomas W. Martin (left), then Club President, and Frank Hambly, Chairman of the Day.*

*Robert Speaight plays Thomas à Becket, the soon-to-be-murdered archbishop, in T. S. Eliot's *Murder in the Cathedral*. Bonython Hall at Adelaide University provided the play's striking setting.*



**Meteorites are vital clues  
in man's effort to unravel  
mysteries of the universe.**

# Real Visitors from Outer Space

**By K. D. CURTIS**

**I**MAGINE yourself there. . . .

It is 7 o'clock on the morning of a sparkling new day on the vast and lonely expanse of North-Central Siberia, near Podkamennaya Tunguska. Natives are up and moving about peacefully. Suddenly there is a huge thunderclap. And another. Yet another. Now—a deafening roar comes from huge cannons in the skies. The sound changes to a tremendous shriek so powerful it pains.

Every human cringes at this unheard-of mischief in the sky. Eyes frantically search everywhere. Those who happen to look northeastward in that awful moment see it.

From out of the heavens comes searing a huge, fiery rocket!

It crashes near the village. Whereupon the earth does not merely tremble—it shakes with great violence. There is another “explosion.” Immediately great clouds of black arise.

Now a mighty ripple of air, powerful as a hurricane, races across the countryside. It smites everything it meets; it tosses people into the air like leaves. The waters in the streams and lakes are heaved upward. Seismographs record an earthquake. A great fire suddenly spreads. A passenger train 400 miles away has to stop—helpless against the earth's shivering recoil from the rocket-like object.

Almost 20 years after that day of June 30, 1908, a Russian, L. Kulik, discovered what that sky “rocket” really was.

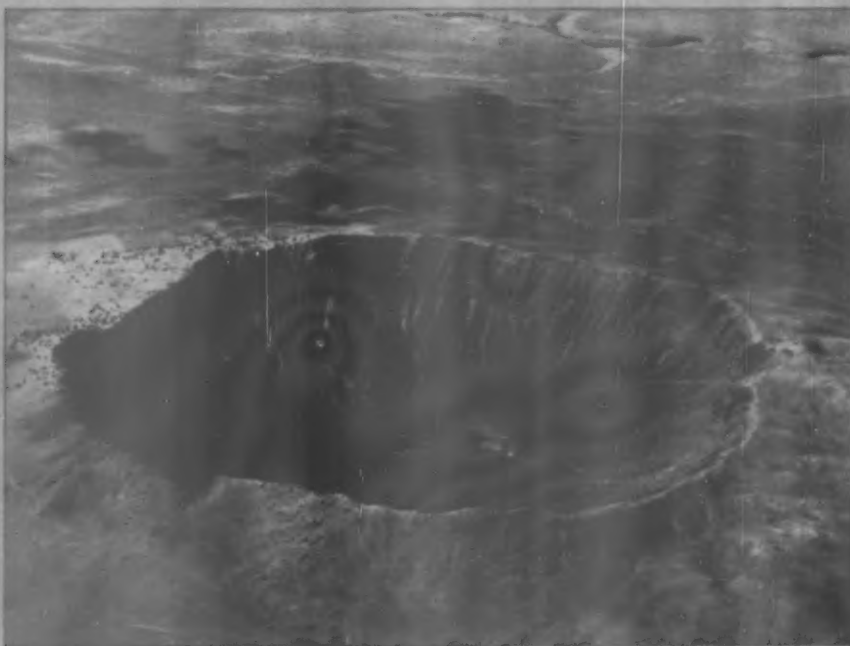
It was a huge meteorite, a chunk of iron-bearing stone which, perhaps, was once a part of a planet and, having mysteriously got out of orbit, was trapped by earth's gravity and pulled to her bosom. Meteorites are the

only “seeable and feelable” clue as to what exists out in the great reaches of space.

Today, in our space-minded age, meteorites are studied eagerly for any scrap of news from “out there.” Perhaps 40,000 tons of meteorites fall on our earth every day. Most are micrometeorites—mere dust particles. The real “sky stones” are rare; there are only about 900 known, and only a few recovered.

Rare is the person in recorded history who has seen a maverick chunk from planetary space come plunging earthward. Less than 50 falls have been witnessed in North America. With each there is always a mystery.

Recently—at the eerie hour of 1:30 on the morning of December 14, 1957—farmer Ed Waslacki, of near Langdon, North Dakota, saw an object giving off a greenish-blue glow plunge from the sky. When he reached the spot where it landed, it had set fire to a haystack. Later, only portions of the object could be recovered. By midday he learned other people had seen this fall, or perhaps other



Corn Butte Crater, near Winslow, Ariz., resulted when a giant meteorite plowed into the earth. The crater is 4,200 feet across and 600 feet deep, has a rim that is 120 feet high.



*The Ahnighito Meteorite, which fell in Greenland and is now mounted in the American Museum of Natural History, New York City, weighs over 34 tons. Meteorites are metallic.*

falling parts of this same object.

Geology professor N. N. Kohnowski, of the University of North Dakota, analyzed the object. He discovered minerals somewhat like magnesium oxide, aluminum oxide, and calcium joined in a "fused glass" mass.

"It could be something from a Sputnik rocket or a part of a meteorite," the professor said. "Perhaps it might be from the outer crust of some broken-up planet, a tektitelike material containing fusible ores oxidized to a spongy mass by the friction of the air during its swift plunge."

Just how do experts tell the difference between a meteorite and any earthbound stone?

There are three general types of meteorites—with perhaps 75 subdivisions. Some think meteorites that fall on our planet are "chunks" of another planet smashed in a gigantic collision in the sky, somewhere between Mars and Jupiter. Some presume this extinct planet got "sucked" out of position by Jupiter's gravity in a celestial traffic mix-up.

"Siderite" or iron meteorites contain alloys of nickel-iron, with iron phosphides and sulphides. Scientists apply acid to a slice of this meteorite, then polish it to bring out the "kamacite" alloy and show up the beautiful triangular latticework patches known as "plessite." In iron meteorites,

magnesium, chromium, cobalt, copper, chlorine, and carbon have been found, with certain hard layers called "taenite."

"Aerolite" or stony meteorites consist of silicate minerals, resembling volcanic matter, but unlike our "rocks." They contain metallics, including iron; they're much heavier. They also contain "chondrules," crystalline mineral with a content of iron-nickel alloy.

"Siderolites" or stony-iron meteorites have a cellular "sponge" of metal, with the minute spaces filled with silicate minerals.

Very small diamonds, too, have been found in meteorites.

The mystery of how, where, and when these visitors from space came into being deepens as scientists, analyzing samples, ask themselves such questions as: There is no sign here of corrosion or alteration brought on by moisture or heat—was this admixture, then, "mixed cold"? Apparently this metallic ingredient was added last in an atmosphere of hydrogen—was oxygen, vital to humans, therefore absent "out there"? The iron in this specimen is soft and malleable, yet it is not exactly like our wrought iron—did it "mix in" while in a state of vapor? This is a normal "octahedrite" meteorite and it would be changed chemically in temperatures over 800 degrees Centigrade—how could it possibly come from

an exploding planet where temperatures would be terrifically high? This sample is of volcanic origin—was it erupted with such force that it was freed from that planet's gravity, even though scientists think this unlikely?

Our own earth, thought the Frenchman M. Boissé, back in 1848, may have been a fiery comet which cooled and went into its orbit.

How can you identify a meteorite if you find one lying on the ground? (Your find, incidentally, might bring up to \$5 a pound.)

Usually the stone is covered with a blackish fusion crust. If it has become weathered, it may "rust" into a deep brown. Often it may have "thumb marks"—fissures made by ultra-high air resistance during its drop through our atmosphere. If you touch the stone, very briefly, to a whirling grindstone, the metal content of the true meteorite will become apparent, and the rubbed-off dust may twinkle.

The speed of a meteorite is terrific. It may reach 40 miles a second. That's 14,400 miles (or almost five North American transcontinental crossings) an hour. Tiny micrometeorites out in frictionless space reach unbelievable speeds; one estimate is 100,000 miles an hour!

**T**HE force of any fall will depend upon what direction it came from and whether it smacked into our globe "against" its spin or "with" it. When the meteorite drops through our 65 miles of earth-swaddling atmosphere, air resistance causes the "fire ball" appearance, a glow visible at night.

An example of the tremendous power generated in a fall is the well-known Corn Butte Crater, near Winslow, Arizona, created ages ago, it is thought, by a meteorite weighing thousands of tons. The crater is 4,200 feet across and 600 feet deep—though it is thought that the day it fell the meteorite smashed 1,400 feet into the ground, as a drill test indicates. The huge stone instantly pulverized rock into tons of "rock flour" and splashed pieces of rock a distance of half a mile. It bulged

up a crater's rim 120 feet high, and fractured rock buried several hundred feet.

Sixty metric tons of "iron" stone came crashing from the sky near Grootfontein, South West Africa, sometime prior to its discovery in 1920. This largest known meteorite—"The Hob"—measures nine feet long. Thirty-six tons is the weight of the "Ahnighito," moved from Cape York, Greenland, to New York City by Admiral Peary. This second-largest known meteorite is almost 11 feet long at one measurement.

The Mexican Government has built housing to protect Mexico's famous meteorite, near Sinaloa, for it is too big to excavate. Some 13 feet long, it is estimated to weigh 27 tons.

Those tremendous stones that form craters upon impact are so shattered as to become almost gaseous, thinks Harvey Harlow Nininger, director of the American Meteorite Museum and one of America's most distinguished authorities on meteorites. Harvard University researchers think some "junior-sized planet" must have formed the 30-to-40-mile-

wide crater near Vredefort, Union of South Africa. Their tests indicate the underlying stone structure, far underground, was actually bent by the blow. Near Ungava, in northern Quebec, is "Chubb Crater"—11,500 feet wide and 1,300 feet deep. Canadians have found here definite meteorite evidence, including a ridge heaved up out of solid granite.

The sound of a meteorite plunging earthward has been heard 100 miles away. When the meteorite suddenly enters our "thicker" air, a powerful compression is built up ahead of the boring stone and a great thunderclap—like that of a plane breaking the sound barrier—is heard. A whistle follows. Instantly upon impact with the ground, decompression occurs—and there is another explosive sound. An air "tidal wave" may follow. The violently disturbed air along the flight sets up electromagnetic disturbances, causing "static pops." The effect is something like sferics.

Not far from where I write, there was, at 4 o'clock on the afternoon of February 18, 1948, a huge thunderclap over Furnas

County, Nebraska, and adjoining Norton County, Kansas. A ball of fire, seen in six States, was plummeting groundward. The scream of it, and the violent air disturbance, shook and shattered windows. Before it hit it was found to be a veritable Roman candle of showering stones. At least 1,000 were recovered within the next three months.

In this Kansas-Nebraska deluge was probably the largest recovered stony meteorite whose fall had been witnessed. This 42-inch cylindrical stone penetrated eight feet into the soil of the Helen Whitney wheat farm, near Beaver City, Nebraska. A sister stone to this meteorite has been used recently by three scientists in studies of the age of meteorites and their origin. Dr. David Hess is with the Argonne National Laboratory; Dr. Johannes Geiss, of Bern, Switzerland, and Dr. Friedrich Begemann, of Mainz, Germany, researched at Enrico Fermi Institute for Nuclear Studies. Both institutions are associated with the University of Chicago. Both studied the "Nortonite."

These scientists studied the



Mexico's famous meteorite, near Sinaloa, is 13 feet long and weighs some 27 tons. The huge chunk bears characteristic meteorite "thumb marks," pocks gouged out by the terrific air resistance during its fall to earth.



amounts of certain elements within the meteorite samples and the relation of the radioactive decay of one element to another. As a base, they used the known ratio of potassium-40 to argon-40. And as it is known that potassium-40 decays to produce argon-40, a measurement was then made of amounts of these elements present. A comparison of ratios produced an estimate of the meteorite's age. In the stone tested, the calculation was about 4,200,000,000 years!

Next these "space detectives" tried to determine origins. They knew that cosmic rays (deadly to us) continuously bombard "sky stones" in flight, producing helium-3 and causing hydrogen-3 to decay to helium-3. Knowing the rate of these two reactions under cosmic rays, they were able to estimate the length of time the meteorites were under bombardment before striking our planet. The stone dubbed the "Nortonite" had had some 240 million years of exposure! This, however, is less than the 500 million years cosmic rays have held their present intensity.

**Z**OOMING around in space, how did the 4,200,000,000-year-old meteorite escape all those years of cosmic harassment? One answer, the scientists think, was to have been buried snugly within that solid planet which subsequently was smashed apart—sending the "Nortonite" hurling into space. If our meteorites actually are bits of the destroyed "proto-planet" (as one scientist calls it), then sister meteorites have been crashing into the surfaces of Jupiter, Mars, and our moon also.

Considering their terrific speed, Italian astronomer Schiaparelli thinks our meteorites—unlike our comets—may have come from that vast interstellar sea of air far beyond the influence of our sun.

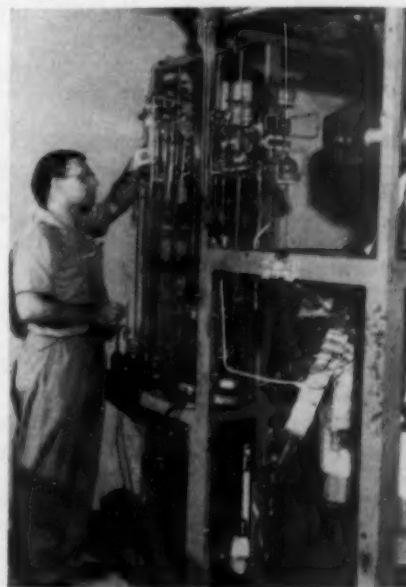
During World War II the British Royal Air Force radar system, doing a daytime watch for high-flying enemy bombers, picked up strange echoes 70 to 80 miles above the earth. These echoes proved to be meteorites—their first radar-tracking. Now height, velocity, [Continued on page 59]



Workmen using a mobile hoist lift a meteorite from the Nebraska soil into which it had plunged—after zooming around in space for some 280 million years, according to scientists' estimates.



The weirdly shaped Willamette Meteorite came crashing to earth in the Willamette Valley, near Oregon City, Oreg. It is now in the possession of Hayden Planetarium, in New York City.



Dr. David Hess uses a mass spectrometer at Argonne National Laboratory, Lemont, Ill., to test atoms of gas trapped in a meteorite, and thus uncover clues as to the rock's origin and history.

Impracticable, but . . .

*Says Haji Mustapha Albakri  
Head, Malayan Election Commission  
Kuala Lumpur, Malaya*

**I**N THEORY I favor subsidies, but I fear that any party in power would favor its own candidates in the distribution of monies.

Political contributions are the seeds of corruption. People who contribute money to campaigns expect to get something back, and the large contributor is the greatest danger, especially if he hopes to get some kind of Government contract. The danger is not quite so great if he contributes to a party rather than to an individual candidate.

There is only one way I can see to fight this problem, and that is to limit political expenditures. In Malaya, a parliamentary candidate can only spend the equivalent of \$1,666, a State-legislature candidate half of that, and a candidate for local government one-fourth of \$1,666. There must be a full public accounting of expenditures. Falsification is a violation of the Corrupt Practices Act—a criminal deed—and violators are subject to loss of office, loss of the voting franchise for five years, and fines and/or imprisonment.

In Malaya, political parties receive a specified amount of free time on the national radio for national political campaigns, depending upon the number of candidates standing for election. An independent candidate receives perhaps ten minutes of time for the whole campaign, and even party candidates do not receive much free time individually—because of the great number of candidates. I advocate that newspapers as well should be required to devote free space to candidates.

Following British practice (we achieved independence from Britain in 1957), we vote only for legislative candidates. Administrative officials are permanent civil servants. They are appointed by the Public Services Commission, an independent body whose members are appointed by the King. We have also the Judicial and Legal Services Commission dealing with the appointments to the judiciary and the



**ONE** problem of democracy is that running for office involves expense—sometimes great expense. Political candidates who receive campaign donations may feel obliged to give favors in return—to the detriment of the public interest. In the end, it might cost Government more to allow such a situation to exist than it would cost to provide funds outright to legitimate candidates for use in campaigns. Candidates who do not poll a certain percentage of the total vote would have to refund their subsidies to the Government. Perhaps restrictions could be placed on campaign donations and total expenditures.

Having recently heard the foregoing proposal, we submitted it without comment or endorsement to a number of Rotarians (all now District Governors of Rotary International) for their reaction, together with specific questions designed to elicit information about political practices and frameworks the world around. While opposing direct subsidies, most of the respondents favored some free radio and television time for candidates, and approved limitations on campaign expenditures. And in the process of debating the central question of this symposium-of-the-month, they shed much light on the practices and problems of democracy.—Eds.

legal offices, and a Police Service Commission dealing with appointments and promotions in the police force. Then there is the Election Commission, another independent body set up under the Constitution, whose members,

like those of the other three commissions mentioned, are appointed by the King in consultation with the Conference of (State) Rulers, some for a stated period and some up to the age of 65 years. It is responsible for

election to all levels of legislative and elective bodies—i.e., Parliament, State Legislative Assemblies, municipalities, and other local government councils. This responsibility embraces the delineation of constituencies and electoral wards, the registration of electors, the conduct of elections, the issue of writs of election, and the enactment of subsidiary legislation dealing with procedure for the execution of the functions mentioned.

In making the appointment to membership of the Commission, the King does not have to consult the Prime Minister, which means the Government in power has no voice in the matter.

I favor the idea of a partially appointed legislature. In fact, our upper house is partly appointed, but our lower house is fully elected.

#### Dangerous

*Thinks Alan M. Brown  
Accountant  
Wanganui, New Zealand*

**S**UBSIDIES would have the advantage of bringing forth worthy men who do not have the means to undertake a campaign. And if they are really honest men, they would not be influenced by the fact that the Government then in power had paid them the money.

However, should they be frail humans, then there is the great possibility that they may be influenced. And there is the ever-present threat that the Government will want to have a finger in any pie into which it has donated some money. I feel, therefore, that we should keep away from Government subsidies of any sort. After all, the taxpayer who supplies the money in the first place may object to payments being made to a party which he himself does not support.

While I do feel that campaign contributions definitely affect a politician's actions consciously or subconsciously, I frankly can think of no good alternative to the present system. In New Zealand large donations are not made to politicians themselves but to the party nominating them. Individual candidates are strictly

limited in the amounts they can spend legally, but there is no restriction on the sum a party spends—provided, of course, that it does not overspend the allotment of a specific candidate. It can advertise the party platform to its heart's content.

By the same token, political parties are granted free time on the Government-owned radio and television, although individual candidates are not. I believe this is good.

I feel that we have a surplus of elected men. I would rather see fewer of them and of a better all-round standard of efficiency and ability, and possessing the highest moral virtues—in fact, more Rotarians!

#### Perhaps Some Other System

*Suggests Wellesley Aron  
Airline Representative  
Tel Aviv-Jaffa, Israel*

**G**OVERNMENTS should most certainly be precluded from subsidizing political campaigns. Only political parties should indulge in such activities.

But it is undoubtedly true that campaign contributions frequently affect a politician's actions. Perhaps contributions from individual or corporate bodies might be acceptable under some sort of anonymous designation—on the lines of the "secret ballot." Of course, political candidates would be expected to account publicly for all amounts received.

Political parties in Israel have recently agreed (a) to a specified maximum amount expendable for campaign purposes and (b) to publish on demand a balance sheet or statement duly authenticated by neutral or reputable auditors.

I believe that a regulated number of candidates mutually agreed by all parties (choice of individuals to be by the party concerned) should receive a specified amount of free time on radio and television (when available).

I also believe that Israel's system whereby the people's representatives are *elected* and the people's servants *selected* is a good one. That is, lawmakers should be elected and administrators appointed.

#### Let the Party Pay

*Suggests James W. MacGregor  
Director, Building Firm  
Umtali, Southern Rhodesia*

**I** MUST ADD a resounding "No" to this proposal. In my opinion, candidates should not even be permitted to swell their campaign coffers with direct contributions from individuals. The man himself or the party should provide the funds.

Where there is no limit on the total amount of money a man may spend in an attempt to win office, the candidate with great personal wealth has an inordinate advantage. But in Southern Rhodesia, and in other nations whose administrative, legislative, and judicial systems are chips off the British block, there is a limit placed upon a candidate's campaign expenditures.

This seems to work extremely well, and serves, I believe, to make the campaign sound, rational, and free from unnecessary artifice, as well as more understandable to the voter. Ours is a rather low limit, and at the close of the campaign each candidate must make public his expenditures.

Free time on television or wireless? Perhaps a limited amount for each party's leading candidate in the days immediately preceding the election. But to ask or require such mediums to provide valuable time to anyone who fancies himself a candidate would constitute an unwelcome invasion of my living room.

#### Certainly Not!

*Says Charles M. Dunn  
Insurance-Company Manager  
Regina, Sask., Canada*

**I** FEEL certain that Governments should not subsidize political campaigns. With very few exceptions, candidates elected to public office are honest, and political contributions neither affect their decisions nor influence them to grant favors.

As treasurer of a major political party in my country for many years, I have never known of a political contribution made with any thought of influencing a can-



didate, and I think this would apply to all political parties in my area. Most of the money is given in small amounts. Large corporations, made up of people of different political views, will probably contribute to all political parties.

To my mind, all that should be considered is that it costs money to run an election, and that we want good government. It would not be possible to repossess subsidies given to candidates who did not poll a certain percentage of the vote; the money would be gone. Such repossession would be unfair, for in certain areas it is necessary for a party to "stay alive" by campaigning even though it expects few votes in the present election.

Under our present system in Canada, as in England, a candidate must make a nominal deposit when he files his nomination. This is forfeited if he does not receive a certain number of votes, a provision necessary to discourage frivolous candidates.

I believe that Government financing of campaign expenses would encourage many people to run for office, for who is to be the judge of who is a "legitimate" candidate? I do believe that certain free time should be given candidates on nationally owned radio and television stations, in those countries where these exist.

### It Wouldn't Work

*Asserts S. N. Bhattacharyya  
Advocate, Indian Supreme Court  
Patna, India*

**I** AM categorically against Governments subsidizing political campaigns. It would lead to various types of complications, legislative and administrative. The legislative difficulties might not be as much of a problem as the actual implementation of the law. The party in power, despite the law, might have greater control over the fund and its administration than other parties.

I have no hesitation in saying that democracy has developed to such an extent that the party contributions for a politician's election or the resultant favoritism on his being elected with the help

of the party fund are unnecessary fears. They may have been justified when democracy had not yet taken its roots.

I think there should be laws in every country limiting campaign expenditures. There are in India, and there are election tribunals to implement these laws.

I am against free radio and television time for political candidates for the reasons I oppose other kinds of subsidies.

In my opinion, there should be more people appointed than elected so far as administrative jobs are concerned: judges, sheriffs, and other executive officials. In India these are all appointed by the Government, as in Britain.

### Unnecessary, Undesirable

*Believes Caesar L. Aiello  
Lawyer  
Washington, D. C.*

**D**ISHONESTY among politicians is no greater than among the general public, and not often are the actions of politicians affected by campaign contributions. More often is money given solely on the basis of the politician's well-known views, his party, and his personality.

A successful politician surrounds himself with favorites, yes—but he selects those he knows are capable and trustworthy, and those who cannot help him do his job well soon fall by the wayside. Financial contributions made are secondary.

If they are effectively enforced, present laws, I believe, can prevent excessive and unwholesome contributions. A public accounting of campaign expenditures, as required by my own State of Maryland and by the U.S.A. for national candidates, will let the public know if a political job sought was "bought." There have been cases where the U. S. Congress refused to seat elected members found guilty of improprieties, including appalling expenditures of money in a campaign.

On the other hand, I certainly believe that candidates should receive free radio and television time. These excellent mediums are the most expensive kind of publicity, and the best candidates

are not necessarily the most affluent.

I don't believe that the number of elected officials should be decreased, despite the saving in campaign expenditures that would result. The ballot still is our greatest safeguard against authoritarianism, and increased appointments of public officials would drift us toward centralized government. The subsidization of political campaigns would have the same effect, and I do not know of any serious evil in my lifetime which justifies such a drastic measure. The proposed remedy would be worse than the disease.

### Something Must Be Done

*States Joaquin L. Panis  
Owner, Construction Firm  
Cebu, Philippines*

**I**T IS my opinion—and this is shared by many in my country—that something should be done right now, or soon, to put a stop to the tremendous expenses incurred by candidates, and their supporters, in elections. These expenditures had been large enough during the decade of the '40s, but had even increased three or four times during our two last elections. We are of the belief that unless this is corrected, the really good, honest, and capable men—men whose only interest is to serve their constituents and their country, men who have no "second motives," will be barred from holding public office by election. Of course, there are exceptions, but there are not very many in our country who have the means as well as the high qualifications for holding public office.

The idea to have the Government provide the necessary funds for legitimate candidates for use in campaigns sounds good, but I wonder if it is really the answer to the existing problem. It might be better to pass a law placing a maximum limit on the amount that any candidate may spend for his campaign, including all contributions made by his friends and supporters, and enforce this law strictly, disqualifying any candidate—whether winner or not—from ever running for office again, if [Continued on page 59]

# Business Problems? CALL in PLATO

Stretching mental muscles they'll need in a complex future, key Memphis executives are back in college, grappling for wisdom.

By BETTY FRIEDAN

**I**T WAS a busy Monday morning in downtown Memphis, Tennessee. The cotton market was running away, and the switchboard at Anderson-Clayton, world's largest cotton merchants, was clogged with calls. "Sorry, sir," the operator kept repeating to insistent mill owners, "Mr. Talbert's at school this morning." Out at the Quaker Oats chemical plant a production problem erupted. Orgill Brothers hardware got a rush order for 2,000 locks. "Mr. Conoway won't be back from school till noon," the secretary said. Goldsmith's department store was taking inventory, and the president couldn't find his merchandise manager. Suddenly he remembered: "It's Murphy's school morning!"

On that busy Monday morning in 1957, cotton executive James Talbert, 46; hardware wholesaler Gene Conoway, 37; merchandise manager Philip Murphy, 40; and 19 other leading young Memphis businessmen were out at Southwestern at Memphis—a small liberal-arts college—studying poetry.

The assistant manager of the Quaker Oats plant was frowning in concentration as the Oxford-trained professor read aloud a 16th Century sonnet. After three hours the quiet seminar room below the college library was filled with tobacco smoke. The young banker in the gray flannel suit sighed as he finally saw the symbolism of a famous modern poem. The balding dairy treasurer underscored a line. "I've been struggling with that poem all week," said John Manser, then manager of the King Cotton Hotel. "I've been struggling with it 20 years," said the professor. "Poetry is as tough a system as is known to quicken your imagination."

They were still talking poetry as they walked down the campus path to their cars at noon, the middle-aged students with the conservative suits, the neat white collars, ties, and hats and polished shoes. But the bright-sweatered hatless sophomores lounging on the library steps didn't even glance at them. They were used to these businessmen with the books under their arms, one Monday talking Plato; another, scientific theory.

Contributing to an amazing new trend in American business, the leading companies of Memphis since 1957 have been giving rising executives one morning a week off to study liberal arts. Instead



of reporting to the office, 20-some drive out to the college to grapple with ancient Greek philosophy and modern art, anthropology and astronomy, the thinking of Copernicus, Darwin, and Freud.

They go to school on company time and at company expense, at their bosses' request. But the Institute for Executive Leadership, run by Southwestern at Memphis for the companies of the city, doesn't offer a single course in business or practical economics. Defying the old success formulas, it's based on the idea that running a business today demands the broadest possible intellectual vision and daring—which can take off from the wisdom of the ages.

This bold reschooling to create "broad gauged" businessmen was started eight years ago by one of the oldest and most conservative U. S. corporations, the Bell Telephone system. Top Bell men, led by Pennsylvania Bell's president, Wilfred Gillen, were dissatisfied with the narrowness of younger executives, who had been putting all their energies into technical, specialized skills that would win immediate promotions.

It was dangerous, Gillen argued, for young men to feel "the road to success was to conform to a certain and accepted pattern of thought and action." In the old days all you needed to know to run the business, he said, was "production, sales, finance, technology—the business itself." Now world politics, economics, and the world were changing so fast that past business rules might not apply to the future at all.

Even educators gasped in 1952 when Bell started taking key young executives off their jobs and cloistering them at the University of Pennsylvania for a full year's "shock treatment" of liberal-arts study—at a cost to the company of \$16,000 a man.

But it wasn't until after [Continued on page 55]



*Rummage-filled trucks jam roads of Eastern Belgium in Rotary-led project for refugees. Empty trucks are returning for more goods.*

# Operation Rummage

*How tons of goods from Belgian homes built a fund for helping refugees.*

**T**HE idea had come in a meeting of German, French, and Belgian Rotarians in Colmar, France. They had gathered to consider ways to help alleviate the tragic plight of Europe's millions of displaced persons and had agreed on many plans to accomplish this. Here is the story of one of the plans and how the heads, hands, and hearts of many people carried it to a successful ending.

In Eastern Belgium is the Rotary Club of Eupen-Malmédy, its area embracing several cantons and some 60,000 inhabitants. Whatever they were to do for Europe's "trapped of the world," Rotarians of Eupen-Malmédy wanted all their canton neighbors to be able to help. They decided on a gigantic rummage sale. "We will call it Operation Rummage," announced Robert Ronsse, 1958-59 Club President, "and our goal will be to collect tons and tons of usable material to be sold for refugee funds."

A poster contest in the schools stirred the interest of students and their families. One of the themes was "Europe of the Heart," and hundreds of entries flowed in. The best went on display at an exhibition opened by the famed Father Pire, 1958 Nobel Prize winner for his outstanding work for refugees. To

spiral enthusiasm still more, the Rotary Club distributed little red hearts to be worn on lapels as a reminder to donate something to the campaign.

Then teams of voluntary workers began going from house to house to collect whatever anyone offered. Finally, on a Saturday afternoon, trucks loaded with old clothes, furniture, paper, and other salable material actually clogged the roads of the cantons leading to the central collection depot. In all, 700 tons of material rolled in.

After the job of sorting everything came the sale, and when it was over not an item was left. A church offering and the proceeds from several football games swelled the total for Operation Rummage to 1½ million Belgian francs—or approximately \$30,000. The money is to be used for building three houses in a European refugee village. At the opening of the "Anne Frank Village" in Wuppertal, Belgium, Father Pire received a facsimile check for the full sum.

On July 1, 1960, World Refugee Year, participated in by some 70 nations, ended. Among the many achievements of the Year to give refugees new hope must be counted the results of Operation Rummage.





*This is Eupen—its area joined with that of near-by Malmédy in Rotary. Both towns were acquired by Belgium from Germany in 1919.*



*This is Malmédy—located southeast of Eupen near the Ardennes Forest. Formed in 1952, the Rotary Club of Eupen-Malmédy has 24 members.*



*A vast warehouse holds 700 tons of salable material given by Belgians of the Eastern cantons. Here the sorting process is done before the sale.*



*At Eupen, white-robed Father Pire, Nobel Prize winner for refugee work, arrives to open display of children's posters themed to the collection.*

*Everyone pitches in to help unload trucks at one of the collection areas for the huge flood of material that sold for more than \$30,000.*

*A winner in the poster contest smiles proudly as Robert Ronsse, '58-59 Club President, conveys news.*





# Be a 4-Cent Philanthropist



Illustration by Tok Murakami

A FRIEND I hadn't seen since college stopped off in our small town between trains. As we were walking down East Main for forenoon coffee, young Dr. Joe Ross called my name from across the street and hurried over. He gripped my hand and pumped my arm before I could make the introduction.

"I'll never forget it!" he said. "No one else seemed to care. You just about saved my life."

He dashed off; my old friend whistled speculatively.

"Philanthropist, eh?" he chuckled. "I've always wanted to be one—thought I'd be real good at it. Trouble is, I've never been a millionaire! You must be doing all right."

"The usual 4-cent job," I smiled. "No. I haven't any hidden assets, Fred. But I have discovered something very simple that might just interest you."

Over our coffee I told him. I'd done nothing big or special for Dr. Joe; I'd simply noticed that he did a great deal of charity work in his struggling new practice, that he was making a pretty old car last longer than most people do these days, and that sometimes he seemed pretty discouraged. I liked him and his attitude, so I had simply written him a note of thanks and encouragement.

"That's all?" Fred wondered.

"That's all," I said. "We all say we'd enjoy being generous if only we were wealthy; I used to say it again and again. Then one day I made a discovery: different people need different things, and most of them think they need money most of all. But none of them does. *Everybody needs something else more than money, Fred!* And here's the important

## By DWIGHT WENDELL KOPPES

*Editor and publisher of The Arizonian, a weekly news magazine, and President of the Rotary Club of Scottsdale, Ariz., the author is an honor graduate of Ohio Wesleyan University. An ex-newsman and advertising man, he has written fiction for leading magazines, has a wife, two children.*

part: what most people need most, you and I can give them!"

Fred looked at me suspiciously. "Take Dr. Ross," I amplified. "You—and he, for that matter—would have said that the greatest thing anyone could give him would have been money to pay his bills. That isn't so; he'd have continued to wonder whether he could afford charity work, and might have stopped it altogether while he was still solvent. That would have cost him character and the community a fine servant.

"You see? I encouraged him to continue in good work; I let him know someone noticed and applauded. I gave him what he needed most: appreciation and encouragement."

I apologized for all the stir over one small letter and tried to redirect the conversation, but Fred demanded the whole story.

The idea didn't come to me all at once, I suppose—but I do remember the experience that made it seem important and worth while to me.

On one of those mornings we all have—dismal weather, weariness, the work at hand distasteful and going poorly—I was growing more depressed by the moment. The postman came, and in the mail was a note from a man I'd never met.

"I want you to know how much young John admires you," it said. "He has selected you, it appears, as the ideal father!—always telling me how you do things with the kids, have a lot of bounce and enthusiasm, and seem very young for Walt's father (so says my John, mind you!). I've let my business keep me from being your kind of father, I'm afraid, but thanks to you and Walt both for

being so important to John. And let's get together soon!"

Bounce and enthusiasm, eh? I smiled at myself in the mirror as I shaved, noting how young and good looking and alert I was. Within a half hour I was back at my typewriter, and the work was going smoothly and well. My day, which had started out so negatively for me, was made.

John's father and I never did get very well acquainted, which was my great loss; he travelled almost continuously, and died of a heart attack a few months later. But before that happened we talked a little on a suburban station platform.

"Oh, the letter," he said, rather sheepishly. "I feel out of things, you know—no time for community work and so on. So, sometimes when I begin feeling sorry for myself or take particular notice of something that seems especially commendable to me, I write a note about it."

**T**HAT'S where it started, with me. And one thing alone kept me from attempting to emulate John's father for several months: his deep sincerity in what he had done. It wasn't, I sensed, a pursuit for indiscriminate, superficial back-slapping.

While I waited, I studied the matter, perhaps more than John's father ever had. A feeling grew within me that here was something at once amazingly simple, inescapably fundamental—the sort of virtue with which most of us are familiar but few practice.

Why a letter?, I asked myself. Why be formal about it?—why go beyond a word in person, or at most on the telephone? Isn't a letter a little on the order of

"making a production" of a simple matter of cheering someone on his way?

A note, I decided and have since verified, is something in writing—it evidences sufficient sincerity and goodwill to have gone to tangible effort. It can be savored repeatedly. It makes a pat on the back special and official.

My first venture didn't even cost as much as a postage stamp—it wasn't, perhaps, special enough to qualify, for it is the sort of thing many people do in the course of their business lives: an interoffice memorandum to a fellow executive.

I had borrowed a young member of his staff to help me with the details of a sales meeting, and he had been a vital help. I simply said so to his boss in a memorandum. Next morning the boss came in with the memo in his hand.

"You mean this?" he demanded. "I was going to fire him—today! Must be you handled him differently. He's seemed indifferent and slipshod to me. I'll give him another try."

I don't know who was right about the young man, but he's still on the job, and has no idea how close he came to losing it. To me it suggested that if you have an honest sentiment favoring someone, you probably have no right not to express it.

But that experience was of the garden variety, as things have developed; I know many do little kindnesses of the kind. They prove, though, how close we all come to a social contribution of a much higher and far-reaching order. Let me recite the bare essentials of a few adventures in 4-cent philanthropy:

A streetcar conductor impressed



me with his patience and good humor in helping a young woman obviously newly arrived from some Scandinavian country to find her way in the great and sprawling city of Philadelphia. His kindness to her warmed me; I jotted down the number of his badge and wrote the transportation company about it. The letter was duplicated and posted in every company locker room, and my sweet-tempered conductor was a hero. "Complaints we get every day," a company official told me, "and the reasonable ones keep us on our toes. But praise—well, it's rare, and it helps most."

A lawyer in our community had been on the local school board several years. I assumed it was just to develop contacts and take a step toward a political career, until we attended a P.-T.A. meeting at which he answered questions about plans for building, taxes, budget, and so on. That night I went home and wrote him a note, praising his public spirit and patience. Two days later he called to thank me, and confided that he had been on the verge of resigning until he received my note. "Nobody seemed to care whether school kept or not," he said. He's still on the board, still serving the community unstintingly.

OUR gardener is a man well beyond 60, thin and arthritic and with scant apparent reason to be cheerful. But he comes to our place once a week, rain or shine, and accomplishes the work of three younger men. His good spirits shame me. I wrote him and told him so; I told him I wished I had his disposition, his attitude toward life. His appreciation was pathetic; now, in cautious little ways, he is trying to teach me patience and courage and forbearance—and I am trying to learn. We both are served.

The umpire for our local Little League games is a lonely man, a widower who works long hours as a lathe operator. I know he umpires because he loves the game, and—if you insist—because he enjoys fleeting authority. But he helps the kids, that's the point; and one night recently when I

saw him afflicted with numerous "rhubarbs" and a few thoughtless abuses from the stands, I wrote him and told him I admired his patience and ability and liked the service he was doing the community and its kids. Though we'd never met, he walked out to our house and we sat and talked—baseball, boys, many things. He didn't have to tell me my note had given him a lift—but he did. We have become fast friends.

Our minister went through a gruelling Winter, with more than the normal complement of committee bickerings and financial crises and thoughtless outside criticisms that try even a man of God. Leafing through the daily record I keep, I noted how often I had jotted down something from his sermon; evidently he had helped me a great deal. Though we play golf and swim together occasionally, I would have found it hard to express my gratitude to him in person—but in a letter my thanks seemed entirely acceptable. The following Sunday as we filed out, he gripped my hand hard and his jaw set a little as he controlled his emotion. "Thanks, my friend," he said. "Your timing was perfect—you'll never know how perfect!" We've never mentioned it since.

There have been many more, but these show the pattern. And don't misunderstand me: they are not works of conspicuous charity; they deserve no praise. If your opinion is honest, if its expression will encourage the one upon whom it is otherwise wasted, it isn't simply that you do a little good if you put it in writing and spend 4 cents on it and send it off on its mighty mission; you have a tremendous *obligation* to do it!

You do like the idea, but you know you'll never get around to it? I know; it isn't easy. We become honestly inspired by something we read and make another good resolution. But then we come down from the mountaintop to the insistent pressure of daily living, and lose our vision. I know.

But go this far: buy a couple dozen stamps and put them in an envelope marked "Bouquets Only" and date it. Then resolve

to use those stamps only for the "well done, pal" notes you honestly want to write—and resolve to write 24 within whatever period of time from that date seems reasonable to you.

Then—write the first one. If no other start occurs to you, write your husband or wife, as the case may be; just say something like: "Thanks for *everything*, dear. I don't say these things very well, but I *do* appreciate your thoughtfulness *so much*." Would you be better for the receipt of such a note from your loved one? Well, then!

But that's just for practice; someone else needs your notice far more. Now do a second one—and don't hesitate for a minute to make it the barber or the postman or "No. 17" whose ticket is in the shirts from the laundry. Everybody needs a word of appreciation—and you have it to give!

LAST month one of my fellow vestrymen at a church in another city which we had attended for many years passed away. I wrote his widow, expressing my sorrow and telling her how much I had admired Charlie's fine mind, his integrity and devotion.

"Charlie admired you too," she wrote back, when the great wave of her grief had broken a little. "He often said he considered your opinions dependable, but wondered what you thought of him and his efforts. He certainly would have been very happy and encouraged to have known how you felt."

If Charlie could have waited, just a little while, I'm fairly sure I would have got around to that letter he would have appreciated. We say there isn't time for doing the good things we know we should do; happy the person who discovers there isn't time left for *not* doing them!

*Strew gladness on the paths of men—  
You will not pass this way again.\**

Five minutes and a 4-cent stamp and your own special meaning to someone can build a brighter and better life. You have no right not to grant that boon; be a 4-cent philanthropist.

\*A saying of William Penn.

# A COAT OF ARMS for your Club

By ARVID BERGHMAN

*Although not a Rotarian, heraldic expert Arvid Berghman sees interesting possibilities in the use of heraldry by Rotary Clubs. The design of Club banners, including the decision of whether or not to conform with heraldic rules, is, of course, absolutely an individual Club matter.—Editors.*



*Community insignia and the Rotary wheel are here employed in the colorful coat of arms of the Rotary Club of Rödön, Sweden.*

**A** COAT OF ARMS for your Rotary Club? Of course. There are many Clubs which have them, and in my opinion the Rotary movement can only gain by the revival of the beautiful traditions of classic heraldry.

And though the history of armorial bearings goes back more than 800 years, the banner which your Club designs today along heraldic lines and presents to visiting Rotarians to be taken to their home Clubs can be just as authentic as any emblem that ever flew from the standard of a medieval king.

I would like to describe a method by which any Rotary Club can design its own heraldic coat of arms. But before I do this, it would be well to glance briefly at the history of heraldry and the meaning of its symbols.

Forerunners of later heraldic devices were used by the Roman military forces. The infantry carried *signa*, sculptured

pieces, the best known of which is the eagle later adopted by Napoleon. Mounted forces adopted the *verillum*, a large, usually red rectangular cloth fringed on the bottom and displaying the name of the legion or the general, pictures of the emperor, or the badge of the military unit. It was attached to a cross piece fixed just below the point of a flagpole or lance.

Originally the barbarian peoples conquered by the Romans used three-dimensional images in the form of dragons, but these were gradually replaced by a long and narrow flag called a *bandon*, the prototype of our banner.

The best known of all *verilla* is the *labarum* of the Emperor Constantine, which in the year 325 became the State symbol of the Roman empire. It consisted of a long pole covered with thin sheet gold and ending in a wreath of gold and precious stones surrounding the monogram of Christ. Below the wreath was a cross piece from which hung a purple cloth bearing embroidered pictures of the Emperor and his two sons. Variations had the monogram of Christ or the motto *in nomine vincas semper*, and a cross. This was the beginning of the procession standards still widely used by various churches and many societies.

If *verillum* has survived especially in the church, the so-called *bandon* in the form of a banner has better held its own in general use. When people began to use helmets covering the whole face, thereby making recognition difficult, distinctive pennants attached to the lances solved the problem. This is the origin of all heraldry in the modern sense of the word. The distinctive marks were repeated on the owner's coat—hence “coat of arms”—and shield. They were figures or geometrical subdivisions of the cloth; through the Crusades the cross came to play an important rôle. The whole cloth represented the shield; and therefore it is against heral-

dic rules to put a shield on a banner or flag—and the pictures on it were made as large as possible so they could be seen from afar. For the same reason light and dark surfaces were made to alternate: a red figure on a blue ground cannot be distinguished so well as the same figure on a yellow or white ground. There were no words—few people then could read. The banner ended in three or more flaps or tails, though these disappeared in most cases after the 12th Century.

It sometimes became necessary to combine two or more coats of arms on one shield or one flag. The simplest method was to divide the shield or the flag with a vertical line and put one coat of arms on each side. Often, however, this resulted in distortion of the figures to fit the new dimensions; and it sometimes gave one coat of arms too much prominence over the other. Dividing the two halves by a horizontal line was similarly disadvantageous.

People therefore conceived the idea of quartering the shield or flag, with one coat of arms set into the first and fourth quarters and the other into the second and third.

After this exposition it should not be very hard to realize how a heraldic Rotary Club ensign should be designed. Whether the form of a banner or that of a standard is chosen, the cloth should be quartered. Into the first and fourth quarters should go the insignia of the Club's community, and into the other two quarters should go the cogged wheel of Rotary International. All figures should be made as large as possible.

**AS** for the colors, or tinctures, as they are called in heraldry: the colors of the municipal arms are given and must not be changed.

For the second and third quarters the two main colors of the first and fourth quarters should be used; for instance, a blue Rotary wheel on white, or a yellow wheel on red, etc.

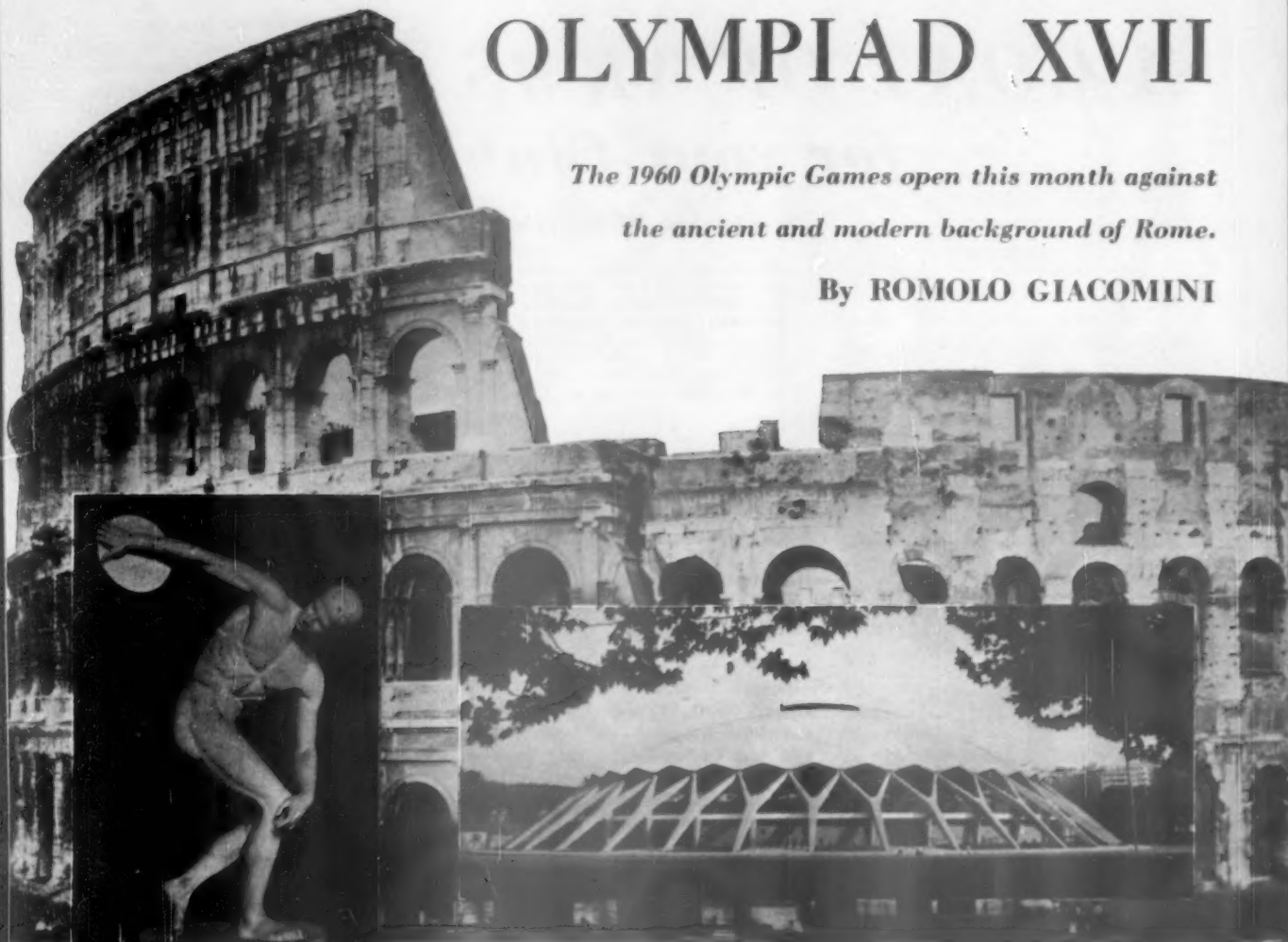
(What is said above does not apply to the Commonwealth. Its heraldic authorities do not approve of arms that have not been granted by themselves, and they may be of another opinion in respect to the use of municipal arms.)

There should be no text on the banner or standard, other than the “Rotary International” on the Rotary wheel. If thought absolutely necessary, text can be placed on ribbons hanging from the ends of a standard cross piece, or on a ribbon fixed below the knob on the pole of a banner. An engraved nameplate on the flagstaff or its foot could also be used. Of course, before a design is officially adopted, it should be approved by a heraldic authority. It's best to be right, and that isn't necessarily difficult.

# OLYMPIAD XVII

*The 1960 Olympic Games open this month against  
the ancient and modern background of Rome.*

By ROMOLO GIACOMINI



*Ancient Colosseum contrasts sharply with Plazzetto del Sport, Marble and Flaminio Stadiums (below).*

Discobolus, classic sculpture by the Fifth Century Greek master Myron, suspends the graceful action of the discus thrower. This copy is in Rome's Palazzo Lancelotti. Original is lost.





**I**N THE WORLD of sport this month, all roads lead to Rome. In this historic and beautiful capital, more than 7,000 of the best amateur athletes in the world will match skill and endurance in the 1960 Olympic Games, an international contest dedicated to friendship among nations.

Rome is dressed in her finest for the great event. Workmen are putting final touches on two magnificent sports centers, one in the north part of Rome, another in the south. Thousands of visitors crowd the sidewalks and plazas and restaurants of Rome. Hotels, *pensioni*, and even private homes are filled to overflowing. To the north, on the banks of the Tiber River and bordered by the wooded slopes of Monte Mario and the Farnesina Hills, athletes and officials of 80 nations are getting settled in their modern quarters in the Olympic Village. Throughout the scene moves a small army of newsmen, uncovering every facet of this glittering sports classic for millions at home.

A pageantry 27 centuries old unfolds in the opening ceremonies on the afternoon of August 25. One hundred thousand people will pack the Olympic Stadium, focal point of the Games and site of all track and field finals. A trumpet fanfare heralds the approach of the Olympic flame from Greece. Entering the city along the historic Appian Way, runners will be cheered at every step by thousands lining the ancient, tree-lined streets of northern Rome. Outside the stadium the torch is passed to the final runner, who will hold the flame aloft as he circles the arena. Mounting a peristyle, he will apply the sacred flame to the giant torch which will blaze throughout the Games of the XVII Olympiad.

This is the moment for which all Italy has prepared since 1955, when Rome was named as the 12th city in modern times to hold the 2,700-year-old Olympic festival. Strangely enough, it was here that the Games were banned, in A.D. 394, by the Roman Emperor Theodosius I. The contests were originated by the Greeks in 776 B.C., serving as a ceremony in which Greek men reaffirmed their vows to Zeus, ruler among ancient Greek gods. By developing mind and body in harmony, they believed, Zeus would be pleased. Men from all cities of Greece came together at the start of each Olympiad, a four-year period in the Greek calendar. During the Games, warring ceased and friendship and unity prevailed.

A thousand years later, however, Rome had conquered Greece, and the original purpose and strict conduct of the Games had sunk from sight in a bitter jealousy between Greek and Roman athletes. Emperor Theodosius, deciding they had become a nuisance, abolished the contests.

They were revived in their present concept in 1896 through the devoted efforts of Baron Pierre de Coubertin, a French educator, who believed that the athletic competition which once brought harmony to Greece could also promote peace among nations. To this end, the Games have been held every four

years, with the exception of three cancelled during the World Wars. With each renewal they have grown in importance as a medium of international understanding.

The Olympic installations in Rome are unparalleled. In addition to the Olympic Stadium in the *Foro Italico*, the northern Olympic center, there is a newly completed swimming stadium with underwater glass observation panels. There are several spectacular new works by Pier Luigi Nervi, one of Italy's most famous architects. The *Palazzetto dello Sport* (Little Palace) is a great dome of concrete and glass where basketball and weight-lifting events take place. Not far from it rises the new Flaminio Stadium, whose flaring grandstands for 55,000 people surround an emerald-green football field. The Olympic Village is a conclave of modern dormitories—a miniature city in its own—built at a cost of 17 million dollars.

The south Olympic center is no less beautiful. Situated in *la EUR*, former site of the Rome Universal Exposition, it is a dazzling complex of marble and stone buildings, mansions, villas, trees, fountains, colonnades, statuary, and lakes. Here is the *Palazzo dello Sport*, a circular, glass-walled building seating 16,000 spectators for basketball, boxing, and gymnastics. Acoustically perfect, it will serve as a cultural center after the Games. The 20,000-seat Velodrome, site of cycle races and hockey matches, is another jewel. In all, 13 stadiums with a combined seating capacity of 250,000 are ready. Construction costs approach 32 million dollars.

**T**HE glorious Rome of the Caesars, where gladiators once fought to death in the name of sport, will not be forsaken during the Olympics. Wrestlers will grapple in the *Basilica di Massenzio*. Gymnasts will compete in the old Roman Baths of Caracalla. The marathon, as in ancient days, will be run by torchlight through the Imperial Forums and along the Appian Way, finishing under the Arch of Constantine. Five of Italy's most colorful pageants, dating back to the Middle Ages, will add to the luster of the 1960 Games. The town of Gubbio will present a crossbowmen's tournament, armoured knights from Foligno will tilt at a huge wooden figure, and warriors from Pisa will clash in mock battle.

It is against this historic and colorful background that the Games of the XVII Olympiad will be celebrated. Old records will fall, yes, but the spirit of the Games will remain unchanged. For on opening day the 7,000 young men and women, ready for their greatest effort in what many believe will be the greatest Olympic Games ever held, will take the ancient oath that had its beginning centuries before on the plain at Mount Olympus:

"We swear that we will take part in the Olympic Games in loyal competition, respecting the regulations which govern them and desirous of participating in them in the true spirit of sportsmanship for the honor of our country and for the glory of sport."

# How to Save a Life with Your Breath

*You have a built-in resuscitator. Here are directions on how to use it in an emergency.*

By **ALFRED W. CANTWELL**

*National Director, Safety Services, American National Red Cross*

**D**O YOU KNOW how to use your breath to restore breathing in another person? Knowing how can mean the difference between life and death for an accident victim you may someday try to revive.

The technique is known as mouth-to-mouth resuscitation. On the opposite page are step-by-step instructions for its correct use. Simple in its requirements, it is the best method the lone rescuer can use in the absence of resuscitation equipment. As readers will know, this "new" method has Biblical reference in the story of the revival of the Shunammite woman's child by Elisha as he "lay upon the child and put his mouth upon his mouth. . . ."

In 1957 the American Red Cross adopted this method as the most effective for resuscitating infants and small children. In 1959 it was approved for adults. However, since certain conditions, such as a severe facial injury, may prohibit mouth-to-mouth contact, and since some people may dislike such physical contact, the Red Cross has not discarded the Silvester chest pressure-arm lift method, nor the Holger-Nielsen back pressure-arm lift technique. Both these manual methods are still included in Red Cross textbooks which describe artificial respiration for various emergency circumstances.

No matter which method of resuscitation is used, success hinges on two factors: opening an air passageway as quickly as possible, and stimulating the expansion and contraction of the chest, either externally or internally. One of the main advantages of mouth-to-mouth breathing is that the rescuer, by his close contact with the victim, knows an airway has been opened when he feels he is getting an air exchange from the victim.

A timetable on the speed factor in artificial respiration, computed by the American Medical Association, shows how chances for reviving a victim dwindle as the clock ticks: within 1 minute, a 98 percent chance of revival; 3 minutes, 72 percent; 5 minutes, 25 percent; 10 minutes, 1 percent; 12 minutes, 1/1000 percent. Thus, speed is vital in getting an airway opened and the chest moving again in the breathing rhythm.

In meeting the requirements of successful artificial respiration, the mouth-to-mouth method is proving exceptionally effective. In West Virginia, for example, a neighbor helped save the life of a 4-year-old girl suffering from convulsions caused by a high fever. The rescuer had recently read about the mouth-breathing method, and though the girl seemed to be dead he breathed into her lungs until an emergency vehicle arrived with oxygen.

In Minnesota a 10-year-old girl helped revive her 2-year-old sister, by forcing her breath into the baby's mouth. The quick-thinking youngster had read about the breathing method in a newspaper. Other reports describe success with the mouth-to-mouth method in cases of near-drowning, smothering, and other breath-stopping accidents and illnesses.

To become proficient in mouth-to-mouth or mouth-to-nose resuscitation—and that means developing speed in getting the victim ready for breathing into his mouth—you should practice the prescribed way of tilting the head back and placing the jaw in a jutting-out position. These preparatory movements are basic to the effectiveness of the breathing-in process.

Also essential to acquiring skill with this method is complete familiarity with the differences in procedure when working with a child and when working with an adult. Resuscitation of a child requires the rescuer to take relatively shallow breaths geared to the child's size. These should be taken at the rate of about 20 a minute. With an adult the rescuer should blow vigorously about 12 times a minute.

**A** SECOND difference between child and adult resuscitation pertains to initial failure to obtain air exchange. When this occurs, the head and jaw position of either child or adult should be rechecked. Then, in the case of a child, the victim should be held up by the ankles and two or three sharp slaps administered between the shoulder blades. Since an adult cannot be lifted as easily as a child, the grown-up victim should be turned on his side to make possible the blows on the back. The purpose of hitting a victim's back is to dislodge any matter obstructing the air passage.

Since there is more than one method of artificial respiration, perhaps you are wondering which you should be prepared to use. If you prefer one of the manual methods and are skillful in its use, then that is the technique for you. Even if you are an advocate of the mouth-to-mouth method, it certainly is an advantage to have an alternate technique to use when response to another method does not come. If a manual method is used, efficiency is improved by having a second operator maintain the head tilt and upward jaw angle so essential to keeping the air passage open.

Now—study the drawings and instructions . . . and be prepared to save a life.

# ARTIFICIAL RESPIRATION

## MOUTH-TO-MOUTH (MOUTH-TO-NOSE) METHOD

*Tear out this page and keep handy in your home or office medicine chest, Summer cottage, auto glove compartment.*



**1**

First, place the victim on back, face up. If there is any foreign matter visible in the mouth, wipe it out quickly with your fingers, or with cloth wrapped around fingers. Then tilt the head back so the chin is pointing upward.



**2**

Pull the jaw of the victim into a jutting-out position.



**3**

Or, if it seems better to push the jaw into a jutting position, grasp the angles of the jaw as shown and push.



**4**

Open your mouth wide and place it firmly over the victim's mouth. At the same time, pinch the nostrils fully closed.



**5**

Or, close the nostrils by pressing on them with your cheek.



**6**

Or, close the victim's mouth with your finger and place your mouth over the nose and blow. If you do not get air exchange, recheck the head and jaw positions according to drawings 1 and 2 at the left. Blow vigorously for an adult, blow appropriately to a child's size.



**7**

If you still do not get air exchange, quickly turn victim on his side and deliver several sharp blows between the shoulder blades in hope of dislodging foreign matter in air passage. Return victim to original position, resume breathing process.



# NERVOUS BREAK DOWN

WHAT IT IS  
AND HOW TO BEAT IT

By ROBERT O'BRIEN



NOT LONG AGO a brilliant young advertising man I know was promoted to vice-president of his firm. His ambitious wife was delighted. He, however, felt just the opposite. He was happy in his old job. Underneath, he didn't want the increased status with its attendant responsibility. But how could he admit it? Everyone would think him weak. He grew moody and depressed. He had trouble sleeping. He forgot his troubles when he drank, so he drank more often.

One Spring day his gaze travelled out of the open window of his 19th-floor office. Slowly he froze with horror. The space, the languid air outside, seemed to beckon him. He stared in terrible fascination at the open window, struggling with an almost overpowering impulse to jump. A jangling phone came to his rescue. He stumbled from the office and took a taxi 40 miles home. He called his doctor and went to bed. . . .

An attractive young couple moved to our suburban town from another State. They had two small children, and were expecting a third. The husband commuted daily to his office in the city, leaving early and not returning home until late evening. The mother's day was filled with endless chauffeuring, exhausting household chores, and the care of two frisky youngsters. Gradually the stresses of her life began to take their toll. Her moods swung from despair to brittle gayety, and back again. One minute she would sit staring dully out the window, the next she would be frantically cleaning the garage or attic. She frequently telephoned her husband at work. She had an unreasoning fear that "something terrible" was going to happen.

One morning, as she prepared for a shopping trip, she suddenly dreaded going downtown, into streets and stores. Her heart pounded. The dread rapidly spiralled into panic. She thought she was going to pieces. On the verge of hysteria, she phoned her husband and begged him to hurry home. He found her locked in a bedroom, weeping. . . .

In each case, doctors used pre-

cise psychiatric terms to describe these different illnesses. But the term that seemed to satisfy relatives and friends was more general. They called both cases "nervous breakdown." Most of us would say the same.

Just what is a nervous breakdown? Since nerve tissue never mechanically snaps, or "breaks down," does the term have any validity? Several doctors I talked with dismissed it as "a vague catchall." Some medical textbooks agree that the term covers too many different kinds of events to be useful: everything from nervous exhaustion to the development of a psychosis. One mental-health authority objected to the term because "it suggests something that a person is powerless to prevent, like cancer or a traffic accident, when the fact is that he can do quite a bit to avoid it."

Other authorities defend the term, however. Dr. Francis J. Braceland, psychiatrist-in-chief of Hartford's Institute of Living, says that it "helps the doctor, the patient, and his relatives to explain things to people. If you hang a label on a man that reads 'schizophrenic,' it may handicap him for life. But if you say instead that he 'had a nervous breakdown,' he can usually outlive it."

The main reason for the term's usefulness, doctors are coming to understand, is that nervous breakdowns of all kinds have certain elements in common, symptoms which if recognized and treated in time can lead to prevention of the break.

THE core of the nervous breakdown is *anxiety*, a condition of heightened tension accompanied by a vividly painful and overpowering feeling of apprehension without apparent reason. We all have anxieties. Their causes are usually forgotten. But the duplication of a once-frightening circumstance may call these nameless fears from the depths of our unconscious mind to fill us with baffling dread and terror. I once knew a newspaperman who broke down on the death of his mother. Psychotherapy uncovered a long-buried terror that he'd felt as a

child whenever his parents had left him alone in the house. When his mother died and "left him alone," once more it had all swept back with crushing force.

Another common element in all breakdowns is the failure of defense mechanisms. Early in life, most of us learn ways of protecting ourselves against situations that cause anxiety. Because they work and because many of us never develop better ones, we cling to them, sometimes neurotically. They represent aspects of immaturity, truths we never learned to face. The most common defense mechanism is rationalization. A man rationalizes his heavy drinking by telling himself that he's just being sociable, for example. Another technique is "displacement." Here the upsetting emotions we feel toward one person are concealed by working them off on another. For instance, a salesman hates his job but can't admit it to himself, so he picks fights with his wife. Other methods of warding off anxiety include denial, a blind refusal to admit that problems exist; and repression, an unconscious but purposeful "forgetting."

Sometimes defense mechanisms perform more or less effectively for a lifetime. But frequently, when stress piles upon stress, and people can no longer handle the overwhelming tensions and fears, the defense mechanisms fail and the underlying anxiety bursts through. It is then that the person "breaks down" into helplessness. In our stressful society, this is happening with disturbing frequency.

All breakdowns have a common denominator socially: the man can't go to work (or the housewife can't keep house). Though the actual point of breakdown is reached when the disturbed person can no longer function properly at his work, or as a member of his particular society, a nervous breakdown is rarely the sudden, dramatic crack-up that it is commonly believed to be, or, indeed, that it often seems to be. "If anything is typical," one doctor told me, "it is that a nervous breakdown is the end result of a gradual decline taking place over weeks,

or even months. It is never an isolated event. *It is a progressive inability to cope with anxiety.* And the warning symptoms—the distress signals—are clearly visible, all along the way."

All breakdowns are caused by stress. Often it is physical and social as well as mental stress, all acting together. There is a limit to human tolerance of stress, and every man has his breaking point. If mild physical strain (such as lack of sleep) is added to a severe neurosis—or if very heavy physical and social strain (such as overwork and family trouble) is added to a minor mental stress—an individual may break down. *How* he breaks will in large part be determined by his underlying psychological weaknesses.

WHY one man cracks earlier than another is not known exactly. But it is agreed that a person's background can be a factor. A recent survey of the family lives of psychiatric patients in a New Jersey suburban community showed a large number with an alcoholic or emotionally disturbed parent; or a home broken by death, separation, or divorce. A New York study of the mid-Manhattan residential section suggested other predisposing factors: childhood poverty, poor physical health of parents, lack of friends or group relations. These circumstances deprive a child of needs and outlets he requires in order to mature. They arrest his emotional development. He reaches the adult world armed against its stresses only with the resources he had as a child.

How can we tell when we are heading for trouble? By observing the very clear warning signs. Some of these signs are subjective—more apparent to us than to people around us. Others, particularly those in the later stages, may be more evident to a concerned observer—a wife or husband, employer or family doctor—than to ourselves. It is easier to understand them if we remember that they are functional. "They serve a purpose," says Dr. Braceland. "In many instances they permit the patient to curtail his activities. [Continued on page 55]

# It's Chile in November

*Santiago, capital of this long land between the mountains and the sea, is host to the South American Regional Conference.*

**By RAFAEL SOUSA FERNANDEZ**

*President, Rotary Club of Santiago, Chile*

**S**PRING arrives warm and welcome in Santiago in November. The sun climbs higher each day in the northern sky, its rays trimming the snowy mantle that crowns the Andean peaks to the east. On a hill in the middle of Santiago, the terraces of Santa Lucía Park put on a coat of reds and greens and yellows, and everywhere blossoming roses return with appropriate beauty the loving care invested in them. In countless ways November brings fresh brilliance to this modern capital of Chile. And of all its 2 million people, none feel more keenly the approach of this wonderful season this year than do Santiago Rotarians, who on November 24-27 will welcome Rotarians to the South American Regional Conference of Rotary International. While Rotarians of the 13 South American lands\* are especially urged to attend, a cordial welcome is extended Rotarians everywhere.

Santiago, fourth-largest city on the continent, joins Ostend, Sydney, Delhi, and Cannes as the fifth Regional Conference host city since World War II. The setting is ideal. Modern hotels provide excellent service. Fine restaurants, especially famous for fresh seafood, make dining a pleasure. And the climate . . . ah, the climate! The days warm to the high 70's, dip to 50 at night. In November, rain on the plain around Santiago is rare indeed—one day on the average.

Preparation for this four-day meeting, now in the hands of Committees of the Rotary Club of Santiago, is well under way. In our growing anticipation of the Conference, we are especially thankful that the Santiago region was not damaged in the earthquakes which devastated large areas of Chile

a few months ago. All Conference events can proceed as planned.

The purpose of this Regional Conference (it will be the 18th in Rotary history) is to bring together Rotarians in an atmosphere of fellowship, providing them an opportunity to get acquainted and exchange ideas on topics of Rotary interest. Its theme is "Rotary's contribution to mutual understanding and cooperation in South America." Growing from this theme are two seminars. One, on Friday afternoon, will be a discussion of opportunities in the "cultural" field, such as student exchange and other kinds of international contact. On Saturday the participants will explore the economic aspects of the theme. Both seminars will be led by a panel of Rotarians representing the South American nations.

On Thursday, Friday, and Saturday evenings, Conference guests will witness three brilliant manifestations of Chile's maturity in the fine arts: the National Ballet, the Symphonic Orchestra of Chile, and the Experimental Theater of the University of Chile. Other Conference high lights include a fashion show for the ladies, assemblies for Rotarians of similar vocations, and discussion groups for Club officers. RI President J. Edd McLaughlin, of Ralls, Texas, will preside over the Conference, and General Secretary George R. Means will serve as Secretary.

Before and after the Conference a score of festivals, excursions, and interesting sights await the visitor to Santiago. It is with greatest sincerity that we extend to fellow Rotarians everywhere the invitation to visit us in our 400-year-old city. Chile has an old and honorable reputation as a hospitable country, and Chilean Rotarians are eager to demonstrate that tradition in the Regional Conference beginning November 24.

\*These are Argentina, Bolivia, Brazil, British Guiana, Chile, Colombia, Ecuador, French Guiana, Paraguay, Peru, Surinam, Uruguay, and Venezuela.







Steel engraving made from an old sketch by Fr. Pedro Subercaseaux portrays the founding of Santiago in 1541 by Pedro de Valdivia, a Spanish soldier. . . . (Below) Traffic-filled streets, modern architecture typify 20th Century Santiago. Its population is nearing the 2-million mark.



(Continued on next page)



*Chile's chief sources of wealth—nitrate and copper ore—lie buried in the bleak Northern deserts which cover 40 percent of the country. In this open copper mine, ore is blasted loose and loaded into trains which spiral out of the huge pits on their way to processing sites.*



*Imported Karakul sheep head for pasture 10,000 feet high in Andes. Most sheep are raised on Southern plains where rain and cold produce long wool fiber.*



*The Municipal Casino forms the hub of an elegant night-club and restaurant district in Viña del Mar, one of Chile's famous sea resorts.*



*Snow-capped Andes backdrop Santiago, here viewed from the roof garden of the Hotel Carrera, site of Conference House of Friendship.*



*Santiago's ornate cathedral also serves as a museum, preserving wealth of information about Chile's colonial period in its records and artifacts.*



*Riding at top speed, the Green Riders of the Carabineros de Chile—Chilean State Police Force—perform a hair-raising maneuver they call "the pyramid." Fine horses and horsemanship are prized the 2,700-mile length of the land.*



*Loading booms groan day and night in Valparaiso, busiest of Chile's major seaports. A few yards from the wharves the monument to naval hero Arturo Prat dominates the Plaza Sotomayor, which is bounded by the stately Governor's Palace, a railway station, and customs house.*





*Max was born here on the corner of State and Archer, where one of his four stores, built in 1897, now stands. In 1905 a business friend persuaded him to join a new club called "Rotary."*

*Dealers finished much of the furniture when Max opened shop. Though still active, he has turned over most chores to employees. Christopher Engel (right) is one of his store managers.*



## *Last of the Class of '05*

*Youthful at 92, Max Goldenberg is the senior member of Rotary's oldest Club.*

**P**IONEER, philanthropist, furniture dealer, bachelor, nonagenarian, disciple of world peace, last surviving Chicago Rotarian of the class of '05. Max Goldenberg, here photographed against the backgrounds of the business, the city, and the fellowship which have been his life, is all these. "There were no drones in the 1905 group," wrote Founder Paul P. Harris in describing the men who made up the first Rotary Club. Throughout his 55-year Rotary membership, Max has borne out Paul's evaluation. His furniture business, started by his parents and now patronized by third-generation customers (he never advertises), was built on twin piers of service and quality. Medicine and education, through a nonsectarian charitable foundation he established in 1941, benefit by his success. Still active in business affairs, he moves about the Loop with a spryness that amazes his 830 fellow Chicago Rotarians. After dinner—and a fine Havana—he retires to the solitude of his memento-lined room in the Sheraton-Blackstone Hotel, where, in his zest for living, he has never found time to be lonely.

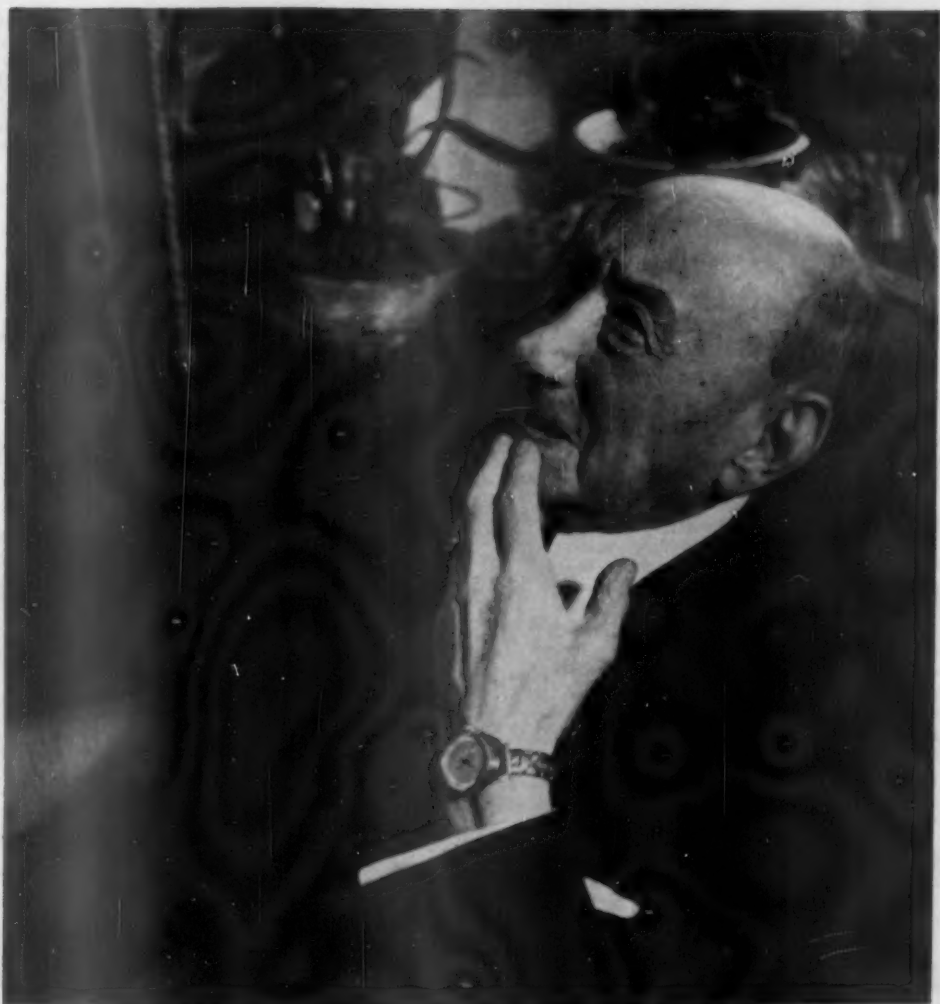
—Text and photos by Herbert A. Pigman

*Mementos of Rotary and business milestones spanning six decades line the walls and ledges of his tiny office. He comes here often.*



Keen of mind and memory, Chicago Rotarian Max Goldenberg recalls the day he joined Rotary in 1905. "It wasn't much of a meeting," he says. "We met in an office on Michigan Boulevard and talked about a lot of things. I told them a little about my business. It gave me an opportunity to get the feel of the group, and gave them a chance to look me over, too. Later on we began to meet regularly for lunch."

*Unusual  
Rotarians*



Tuesday is Rotary day for Max, who maintains good attendance. Here he chats with Herbert J. Taylor, Past President of RI.

Introduced at meeting addressed by then RI President Harold T. Thomas (far left), Max acknowledges a salute by the 830 Chicago Rotarians.





# Peeps at Things to Come

By Roger W. Truesdail, Ph.D.

■ **Versatile Camping Tool.** A compact unit of hardened tool steel serves many uses: as a hatchet, hammer, saw, chisel, nail puller, bottle-cap lifter, and screw driver. This classifies as an efficient tool and not as a gadget. It weighs two and one-quarter pounds and its over-all length is 15 inches. (1)

■ **Upside-Down Camp Lantern.** A new lantern doesn't cast a shadow when used as an overhead light because the globe and mantel are below the fuel tank. It burns any kind of gasoline due to an exclusive filter and a special generator developed by the manufacturer originally for the U. S. Army. The two-pint fuel tank gives up to ten hours' continuous light from a single filling. It features a no "warm up" period, a large filler plug, a built-in lock-type pump, and spillproof and stormproof properties. It is 15 inches high and weighs six and one-half pounds. (2)

■ **Folding Cart.** An all-service type of cart spans a full 56 inches from handle to tip with a load opening to 24 inches by 43 inches, yet folds to a mere 11 inches for storing in a closet, behind a door, or against a wall. It is constructed of aircraft-alloy aluminum and weighs but 16½ pounds, yet will handle more than ten times its own weight. The vinyl-coated duck sides may be removed easily for cleaning or replacement. (3)

■ **Insulated Plastic Cooler.** A lightweight yet rugged and durable cooler is made of a high-insulation plastic. It is ideal for picnics, outings, and fishing and hunting trips. The over-all size is 19 by 11½ by 13 inches. It has a full 26-quart capacity yet weighs only three pounds empty. (4)

■ **Floating Tackle Box.** Dropping a new unbreakable plastic tackle box into the water doesn't mean a major loss of expensive tackle since it will float until retrieved. It is made of impact-resistant plastic and rigid polyethylene. Neither the box nor its fittings will rust, corrode, or rot even in salt water. Three cork-lined trays provide room for all types of tackle and lures. It has rounded corners to prevent catching, tongue and groove for water-tight seal, and a replacement guarantee if damaged in normal usage. (5)

■ **Plastic Water Container.** A new keg-

shaped six-gallon container made of white, heavy-duty odorless plastic is said to keep water sweet and clean for long periods. It weighs less than three pounds empty, is easily detached from its mountings for filling, is rustproof, and the large top opening gives access for thorough cleaning. The chrome-

*That tedious job of scaling newly caught fish is eased with a scaler that can be operated from an automobile cigar-lighter outlet. Two or three passes on each side of the fish scale it cleanly. The unit shown here weighs less than five pounds, and can be stored in the car with the rest of the fisherman's equipment.*



plated holding frame can be mounted on any wall or bulkhead and holds the tank securely with a rubber shock cord. There is a linear polyethylene faucet near the base. It is designed for campers, trailerists, and outboard boats as a practical method of carrying fresh water. (6)

■ **Genderized Pen.** Designed exclusively for men, a new pen has modern styling and precision craftsmanship. It is a sturdy pen which is larger than usual in diameter, making it easy to hold. The pen holds approximately one-third more ink than does a regular pen. (7)

■ **Traveller's Shaver.** This versatile shaver operates with three different power sources and thus the traveller is independent of electric outlets whether in another land or when camping. It shaves either with its self-contained low-voltage batteries, by plugging into any 110- or 220-volt circuit, or the current of an automobile battery. This is made possible since the high-speed precision, low-voltage motor draws a small current. The self-contained batteries supply enough power for two and one-half

to three months with three minutes' daily use. A miniature transformer supplied with the shaver can be used with any 110- or 220-volt circuit, which saves the batteries for future use. The thin cutting head has a combination of round and slotted openings which give the advantages of a screen-type head and a comb-type head. The four separately spring-mounted blades are automatically sharpened against the screen, and are claimed to give years of service. The shaver and accessories are delivered in a zippered travel case. (8)

■ **Plant Diagnostic Kit.** Indoor and outdoor gardeners now have a new and convenient means of determining major and minor element deficiencies in their plants by use of color photographs for comparisons, instructions, and plant response in a diagnostic kit. After the deficiency is tentatively identified, the

contents of the appropriate test packet is mixed with water in a spray bottle and applied to the foliage or soil. Recovery of a deficient plant is said to be noted in several days. (9)

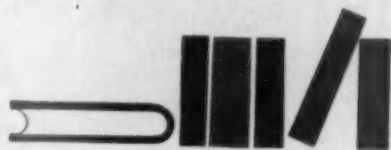
■ **Companion Automobile Products.** An auto-cleaner polish in a polyethylene squeeze container features ease of application. A companion product, a whitewall-tire cleaner, comes in a similar container. The latter is sprayed onto the tire and then hosed off with water in a minute. (10)

## For Further Information, Write:

(1) Gloy's Import Co., Inc., 11 Addison St., Larchmont, N. Y. (2) Queen Products Division, King-Seely Corporation, 505 Front St., Albert Lea, Minn. (3) Johnson Enterprises, 1818-32 Tenth Ave. North, Lake Worth, Fla. (4) Weber Tackle Co., Stevens Point, Wis. (5) Plano Molding Co., Plano, Ill. (6) Plastics, Inc., 304 W. Walnut, Pasadena, Calif. (7) W. A. Sheaffer Pen Co., Fort Madison, Iowa. (8) Keycity Associates, 216 Wheeler Ave., Mankato, Minn. (9) Plant Science Products Co., P. O. Box 770, Berkeley 1, Calif. (10) Associated Engineering Chemistry, Inc., P. O. Box 1777, Fort Lauderdale, Fla.  
Photo: Dremel Manufacturing Co., Racine, Wis.  
(When writing to firms, please mention THE ROTARIAN.)



# Speaking of Books



*Vigorous, imaginative writing fills these  
five novels from four countries.*

By JOHN T. FREDERICK

IN this department for March, 1960, I presented the three prize-winning entries in our "The Best Book I Read in 1959" contest, plus a group of "Honorable Mentions." (Please remember, by the way, that we shall have a "The Best Book I Read in 1960" contest, the details to be announced later in the year. I hope you are keeping it in mind.) Of the eight books named on those two pages, only one is a novel: *The Edge of Day*, by Laurie Lee. (I should explain that this book appeared in 1959 in England, under the title *Cider with Rosie*; since it was about to appear in the United States under, as I think, a better title and as a book-club choice, I used the American title.) I am ready now to agree wholeheartedly with the comment on this book by Madeleine Fouquet of Bristol, England: "After the imbecilities, the stupidities, the degradations, and the downright jawbreaking dullnesses of so many of 1959's crop of books, Laurie Lee's vigorous and delicate tale comes like rain after a long drought."

I am ready to agree with both the negative and the positive elements in Madeleine Fouquet's comment. Under the impression that August would be a fitting month in which to devote this department largely to fiction, I have been reading novels diligently. Within the last month I have read or sampled extensively at least 20 new or recent novels: I have found less than half a dozen which seem to me to deserve being brought to the attention of readers of THE ROTARIAN. The rest display only too clearly "the imbecilities, the stupidities, the degradations, and the downright jawbreaking dullnesses" of Madeleine Fouquet's forthright comment.

One of the half dozen, certainly, is Laurie Lee's *The Edge of Day*; and I cannot improve on the British reader's

characterization of it as "vigorous and delicate." It is an autobiographical novel, the story of a boyhood in a remote and obscure village in the South of England near the Welsh border.

The last days of my childhood were also the last days of the village. I belonged to that generation which saw, by chance, the end of a thousand years' life. The change came late to our Cotswold valley, didn't really show itself till the late nineteen-twenties; I was 12 by then, but during that handful of years I witnessed the whole thing happen.

Myself, my family, my generation, were born in a world of silence; a world of hard work and necessary patience, of backs bent to the ground, hands massaging crops, of waiting on weather and

growth; of villages like ships in the empty landscapes and the long walking distances between them; of white narrow roads, rutted by hooves and cart wheels, innocent of oil or petrol, down which people passed rarely, and almost never for pleasure, and the horse was the fastest thing moving. . . . His eight-miles-an-hour was the limit of our movements, as it had been since the days of the Romans.

A place and a way of life are brought richly within the reader's experience in *The Edge of Day*, but these are made indelibly memorable by the people whose lives are organically related to them. Greatest of these portrayals—and I use the adjective sincerely—is that of the author's mother. The long chapter devoted to her is one of the finest things I have read in years.

She was, after all, a country girl: disordered, hysterical, loving. She was muddled and mischievous as a chimney jackdaw, she made her nest of rags and jewels, was happy in the sunlight, curious, forgot when to eat or ate all day, and sang when sunsets were red. She lived by the easy laws of the hedgerow, loved the world and made no plans, had a quick holy eye for natural wonders and couldn't have kept a neat house for her life.

With her we see and know the others of the big fatherless family, the brothers and sisters, and the people of the village: the aging Squire, the vicar and the schoolteachers, the boys and girls, the two aged neighbors:

Granny Trill and Granny Walton were rival ancients and lived on each other's nerves, and their perpetual enmity was like mice in

*A boyhood in a remote and obscure village of England, near the Welsh border, is described by Laurie Lee in The Edge of Day. John Ward here portrays the school.*



the walls and absorbed much of my early days. With their sickle-bent bodies, pale pink eyes, and wild wisps of hedgerow hair, they looked to me the very images of witches and they were also much alike. In all their years as such close neighbours they never exchanged a word.

The reader of the bits I've quoted won't have to be told that Laurie Lee's style is richly poetic, fresh; in its words and images, "vigorous and delicate" as Madeleine Fouquet said. For many readers, as for me, *The Edge of Day* will be a book to enjoy and remember.

Perhaps this is a good place to express my appreciation of a book which is on the other side of the wavering line that separates autobiographical fiction from literal autobiography: Katherine Dunham's *A Touch of Innocence*. It is marked by an unmistakable and somber power, by controlled precision and seemingly effortless grace of expression like Katherine Dunham's dancing. Though it is the story of a Negro's childhood and girlhood in a Northern U. S. town, it contains little suggestion of racial consciousness. It is a deeply personal book, true, poignant, and unforgettable.

Soon after the end of the Second World War I reviewed in this department a book about the war by a New Zealander, Guthrie Wilson, called *Brave Company*. I called it—as did other reviewers—one of the very few really good war novels of the time, and have not changed my opinion. Now comes a totally different novel by Guthrie Wilson—now a teacher in Sydney, Australia: *Dear Miranda*. Here again we have the form of autobiography: Miranda Chamberlain tells in the first person the story of her girlhood in Sydney, of her father and her Aunt May who ruled the household after the death of Miranda's mother.

Aunt May had her own Ten Commandments. The first nine were all don'ts. The last covered all the others and ran, I think, something like this: "Think and behave as I do. Imitate me in every way. Thus you may perhaps enter into the Kingdom of God." "Perhaps" was necessary because Aunt May felt that there was little likelihood of anybody behaving as she did or keeping his mind the temple of purity hers was.

Miranda goes on to tell of the men she married (one of them twice) and the men she didn't marry, of her lifelong competition with one Florrie Lightbody who became a popular novelist, of her life in England and return to Australia. The novel is a complete and candid revelation of character, as well rounded as Miranda's own handsome body, at once amusing and convincing. Guthrie Wilson offers no judgments except Miranda's own—and she is perhaps rather less

self-deluded than most of us are. The book is rich in other firmly realized characters, too. Perhaps some readers will agree with me in liking best Miranda's father, an obscure but beloved headmaster of an Australian school. He tells Miranda:

"When I was a lad, one of my masters said to me as I was about to leave school, 'Chamberlain, there's only one golden approach to success. Early in your life you must acquire either stomach ulcers or piles. Either will give you the grave, introspective look so respected by those who sit in authority over you. Youth, levity, and a sense of the incongruous are all serious impediments to success in life!'" My father put down his knife and stirred his tea. "I didn't take his advice. I'm a failure."

I'm glad to find the work of Guthrie Wilson again, in a novel which demonstrates the wide range of notable powers.

An expert and beautifully textured work of fiction, a novel of valuable substance and satisfying form, is William Fifield's *The Sign of Taurus*. As in nearly all good fiction, its strength lies in places and people: in the comprehensive Mexican setting, never lugged in for its own sake but richly established in many varied dramatic incidents; and in the central character, the Countess Potolska, a Polish refugee of Jewish blood, her fel-

## Rotarian Authors

*Your Dentist and You* (The American Press, 489 Fifth Ave., New York, N. Y., \$2.50), by Charles W. White, of Warren, Ohio.

*Chapel in the Sky* (Abingdon Press, Nashville 2, Tenn., \$2), by Charles Ray Goff, of Chicago, Ill. Seventeen messages of inspiration "which provide year-round guidance."

low refugee Frau Storker who persuades the Countess to become a fortuneteller as a means of livelihood, and the Italian ex-Fascist, Guido, who becomes her accomplice. The dramatic core of the story lies in the countess' growing uncertainty as to the ultimate nature of the psychical powers which she exploits in her fortunetelling—she has studied psychical phenomena in earlier years scientifically—and in her struggle against the physical attraction, belatedly realized, of Guido. For many readers this highly individual and highly competent novel will be a valued reading experience.

Readers who remember my praise in this department a few weeks ago of Michael Straight's *Carrington* may begin to believe that I have a predilection for Western historical novels of the period of the Indian wars: for I now want to recommend, as the novel which has given me more sustained pleasure than

any other of the many I have read in these past few weeks, *A Distant Trumpet*, by Paul Horgan. This is a long novel—more than 600 pages. Its length gives space for full development of the sharply individualizing presentation of a score of characters: Lieutenant Matthew Hazard, who has been self-dedicated to his nation and the Army since childhood, and Laura, the bride he wins against the ruthless opposition of her snobbish mother; his commanding officer at Fort Delivery in the Territory of Arizona, Major Hiram Prescott, and his wife Jessica; the Mainwaring, a weak officer and his neurotic and fated wife, Kitty; the Apache scout White Horn, alias Joe Dummy; enlisted men, an Army doctor, an eccentric general. The reader lives with these people in the harsh, urgent, and intricate drama of their daily lives under the pitiless sun in the vastness of the desert, the mesas, the mountains: a background never obtruded but always felt.

I do not deny that there are elements which some readers will call romantic in *A Distant Trumpet*. Most mature men and women have known, if we will but stop to think, examples of extraordinary heroism, selflessness, devotion, in the lives of men and women we have been privileged to know. It has, however, become a fashion to exclude from serious fiction whatever is exceptional in human conduct in the direction of courage, unselfishness, dedication to duty—perhaps in the name of realism. The product is an imperfect image of man. Genuine realism gives the whole truth—the good as well as the bad, and on occasion the heroic as well as the craven and the commonplace. These people of Paul Horgan's novel seem real to me. They respond to the pressures and hazards of their lives as I have seen others respond in fact. That the pressures and hazards are extraordinary and the actions which result remarkable is no more than the truth of the given place and time. The most-hard-to-believe incident in the book, Lieutenant Hazard's successful expedition—accompanied only by Joe Dummy—to obtain the surrender of the last Apache war chief and his band, is a matter of historical fact.

It is perhaps a measure of my admiration for Paul Horgan's latest—and I believe his finest—book that I propose to read it again. I believe that I shall find it holding me with the same eager attention and rewarding me with the same sense of significant imaginative experience that the first reading gave.

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*Books reviewed, publishers, and prices:*  
*The Edge of Day*, Laurie Lee (Morrow, \$4).—*A Touch of Innocence*, Katherine Dunham (Harcourt, Brace, \$4.95).—*Dear Miranda*, Guthrie Wilson (Simon & Schuster, \$3.50).—*The Sign of Taurus*, William Fifield (Holt, \$4.95).—*A Distant Trumpet*, Paul Horgan (Farrar, Straus & Cudahy, \$5.75).



*A two-month fund-raising effort by the 50 Rotarians of Northcote, Australia, netted £1,090, enough to build this 20-by-40-foot swimming pool where children of the Janefield Colony, a home for mentally handicapped youngsters, have fun in the Australian sun.*

# The Clubs...in Action

*News from Rotary's 10,679 Clubs in 116 lands.*

## GLOBAL GAVEL

Measured in terms of international goodwill, the 63 Rotarians of Blenheim, New Zealand, have received a lot of mileage from their travelling gavel. Beautifully carved from woods native to the land, it has forged links between Blenheim and communities in India, Japan, and Malaya. The International Service Committee sent it on its maiden voyage to 15 Rotary Clubs in India. Last year it toured Japan, carrying with it a ten-minute taped message from the Club President. Letters and photographs have arrived in a steady stream from places where the gavel has been used at Rotary meetings. Blenheim Rotarians each week toast the Club using the gavel.

## TB FIGHTERS

In five major cities of Pakistan—Karachi, Dacca, Chittagong, Lahore, and Rawalpindi—the Government is building health centers designed to check the rising tuberculosis rate in this young nation of 85 million people. The 24 members of the Rotary Club of Rawalpindi recently supplemented the Government effort with the donation of 25,000 rupees.

It will be used to build and staff a branch clinic serving a crowded area of their fast-growing city. The check was presented to Lieutenant General W. A. Burki, Minister for Health, Labor, and Social Welfare of Pakistan, who was elected to honorary membership in the Club.

## YOU'RE HIRED!

Intelligent, courteous, efficient, and coöperative; proficient in shorthand, typing, grammar, secretarial procedures, and filing; able to make decisions; interested in her employer's business; well groomed, dignified, tactful, cheerful, adaptable, and persevering; blessed with a sense of humor. Your secretary? You're a lucky man, for these are some—not all—of the attributes of a top-notch secretary. At the microphone of the Rotary Club of Madison, Wis., was a top-notch secretary herself, Mrs. Anita Lary, who on the first try had passed the difficult, 12-hour examination for Certified Professional Secretary status. A CPS qualification, she explained, is the goal of many of the 20,000 members of the National



(U. S.) Secretaries Association. Madison Rotarians, many of whom brought their secretaries to the meeting, hailed Mrs. Lary's address as the outstanding program of the year.

### NEED A PROGRAM?

"Widnes, England—municipal borough; population, 50,000; in southwestern Lancashire on Mersey River, 11 miles southeast of Liverpool. Manufacturing: chemicals, soap, paint, pharmaceuticals, steel, and sheet-metal products." The 47 members of the local Rotary Club have prepared a slide-illustrated taped program about their community. If you'd like to use the program in your Club, write to Club Secretary William A. Bonney, 29 Hall Avenue, Widnes, Lancs., England. Hundreds of Clubs desiring the exchange of programs, students, films, and correspondence are listed in *Targets for Today*, a pamphlet available from Rotary's headquarters in Evanston, Ill.

### PENCIL PHILANTHROPY

"Carrying an old pencil with you?" In banks, stores, laundries, and many other business establishments in Orange, N. J., the question prompted patrons to pause, dig into pocket or purse for pencils and drop them into rapidly filling collection boxes. Pencils, blotters, chalk, erasers, pads of paper, and sharpeners were thus collected for poor children of Asia and Africa who, lacking them, must learn to write in sand or dirt. Orange Rotarians, sparked by then Club President David C. Feisner (see photo), broadcast the need to their city and, through Rotary Clubs in District 787, to dozens of other communities too. Citizens responded with two and one-



Last year 2½ tons of writing supplies were collected for poor children of Asia and Africa in a project sponsored by Rotarians of Orange, N. J. David C. Feisner (above), Past President of the Club, started the campaign (also see item).



Mixing vat bubbling with pizza cheese interests six of 64 international student guests of the Le Sueur Rotary Club (see item).

half tons of pencils and notepads which were distributed to children of 22 countries. Repeated last year, the project brought equal results, supplying thousands of youngsters with the simple but desperately needed tools which enable them to learn to write.

### WINDOW TO THE WORLD

Sixty-four students from 40 exotic lands brought the world to the little farming town of Le Sueur, Minn., recently, and the town is still counting the benefits of their visit. Planned by local Rotarians, the program included a Rotary meeting on Friday, tours of near-by farms, local food-processing plants (see photo), schools, and factories, and an open house attended by 450 people on Saturday evening. The students were contacted with the help of the International Center for Students and Visitors, which serves all schools of the Twin Cities area of Minneapolis and St. Paul. The richest experiences were derived from informal talks in the hosts' homes. "Multiply our experience by 64," said a Le Sueur housewife whose family entertained a graduate Indian student, "and you have a measure of the understanding and friendship that the people of Le Sueur gained as a result of the international week-end. Multiply it a thousandfold and more and the old Sanskrit proverb 'Meet thy neighbor, talk with him, and there will be peace' would soon be a reality."

### HARMONIOUS TEAM

"We've helped 125 boys and girls go to college." That's the proud record of 40 Rotarians of La Marque, Tex. Last year they loaned \$7,000 to ambitious students, draining their student-loan fund. A few weeks later, however, they were back in business with \$1,100 in the treasury. How did they do it? They put on their Annual Band Festival. Ten award-winning bands from neighboring communities were invited to participate in a colorful pageant. Hundreds of school children sold tickets at \$1 apiece—75 cents for the loan fund; 25 cents for the band coffers. Almost 4,000 people filled a local stadium

to hear the ten bands fill the night with music. It was the 11th year that Rotarians and students teamed up on their common cause.

#### TEN—AND STILL GROWING

For one dollar, any girl from age 5 to 17 in Syracuse, N. Y., can buy herself a million dollars' worth of fun. All she has to do is what 392 other girls have done: join the Syracuse Girls' Club. Membership entitles her to admittance through the bright red door of the clubhouse (a gift of Syracuse Rotarians in 1954) where instruction or participation in 27 different activities, from flower arranging to cooking, whisk away after-school hours. Syracuse Rotarians started the club ten years ago with ten girls. Now, in addition to a full program of activities during the school term, the girls enjoy a six-week day camp in the Rotary Club-sponsored Camp Red Wing.

#### LET IT RAIN

If you have ever waited for a bus on a rainy, windy day, then you can appreciate the most recent project of the Rotary Club of Manhattan, Kans. Its members recently built a bus-stop shelter, strategically located near the local hospital. Constructed of brick and concrete, it cost approximately \$1,250, but the people who take shelter in it on a Wintry day claim it's worth a great deal more.

#### VOTIVE VOTES

In the U.S.A., the "professional and managerial" group has one of the best voting records. In 1952 a survey by the Research Center of the University of Michigan disclosed that 88 percent of the men in this group trekked to the balloting booth. The Rotary Club of Elgin, Ill., however, is determined to boost the percentage even higher. Its 74 members are signing a pledge to vote. Already the Association of Commerce in Elgin has picked up the idea and is urging similar pledges by its members. The pledge reads: "In consideration and thanks for my opportunities and privileges as an American citizen, I hereby pledge to vote in the forthcoming national

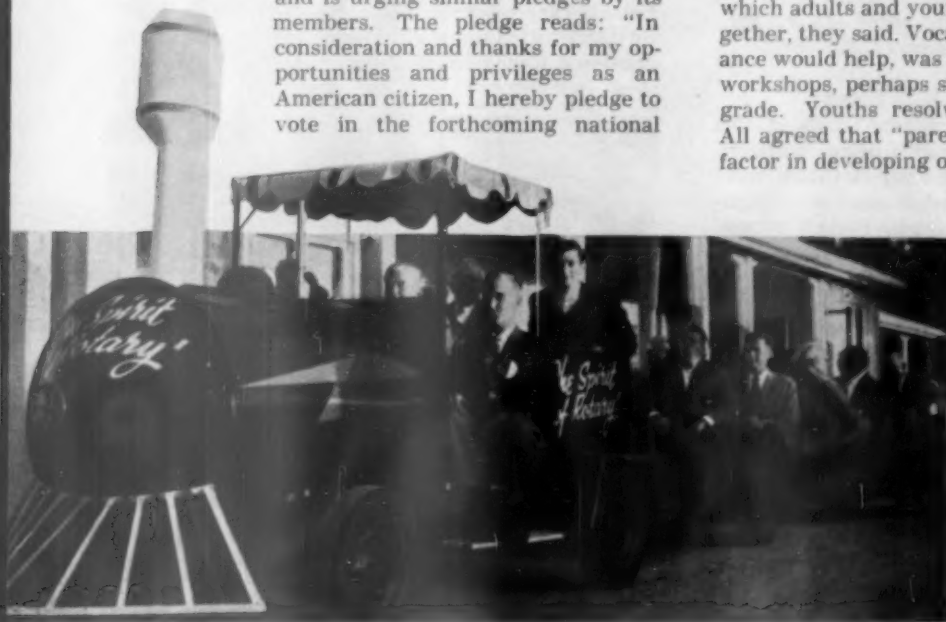


*Variety in Rotary Club programs? The county-agent member in Zanesville, Ohio, set this one up. From left to right are Walter Davis, 1959-60 Club President; Cyril White, a professional shearer; and Edward Hay. The Club enjoyed the demonstration immensely. Sheep's comment: "Baa-h!"*

election, November 8, and will endeavor in every way to have my friends and neighbors also vote." Three clergymen were appointed to publicize the pledges—and to ensure proper follow-up.

#### YOUTH TACKLE OLD PROBLEMS

Nearly 350 teen-agers of Buffalo, N. Y., took a look at some of their own problems recently in a day-long forum sponsored by the Buffalo Rotary Club. Bubbling with enthusiasm, they came up with answers to problems that long have vexed their elders. They favored a curfew law as a deterrent to juvenile delinquency. There should be more cultural events in which adults and young people would be brought together, they said. Vocational counselling? More guidance would help, was the consensus in one of the ten workshops, perhaps starting as early as the seventh grade. Youths resolved to read more selectively. All agreed that "parents are the most instrumental factor in developing our attitudes toward adult life."



*The Spirit of Rotary moves out on its maiden run with a crew of Rotarians of Mornington, Australia, who built it. Train is used to haul tourists around the beach-fringed Mornington Peninsula. The engine was made from an old truck. Profits from the venture are earmarked for Club's scholarship fund and for aid to a senior-citizens' group in Mornington.*



*It's a proud day for Miss Elsie M. Saulsbury, pioneer educator of crippled children. Rotarians of Baltimore, Md., honored her at luncheon and gave her a plaque (see item).*

Rotarian Joseph Manch, superintendent of Buffalo schools, commented on the success of the forum: "If you place responsibility with young people, they usually do the right thing. They deserve an A-plus rating for a terrific job."

#### SALUTE TO MISS SAULSBURY

Behind the presentation of the plaque to Miss Elsie M. Saulsbury (photo above) lies another chapter in the long and inspiring story of Rotary's help to crippled children. Retiring after 28 years as a teacher and principal of the William S. Baer School in Baltimore, Md., she found herself the honored guest of Baltimore Rotarians at a recent meeting. Baltimore Rotarians, working with the Crippled Children's Guild in the 1920s and later with the Maryland League for Crippled Children and Adults, helped to establish the city's first school for crippled boys and girls. Miss Saulsbury came as a teacher shortly after the school opened its doors. They arranged transportation for the students. They have urged State support for rehabilitation of youngsters, and they have helped secure Camp Greentop for the children, where therapy and the three R's can continue throughout the Summer months.

#### 98 NEW CLUBS

Since last month's listing of new Clubs in this department, Rotary has entered 98 more communities in many parts of the world. The new Clubs (their sponsors are indicated in parentheses) are Bagalkot (Dharwar), India; Komagane (Iida), Japan; West Richmond (Richmond), W. Va.; Narasapatam (Chodavaram), India; Tauranga South (Tauranga), New Zealand; Brits (Rustenburg), Union of South Africa; Hyuga (Miyazaki), Japan; Coondapoor (Udipi), India; Westminster (Lakewood and Arvada), Colo.; Wheaton (Bethesda-Chevy Chase, Bladensburg, College Park, Damascus, District Heights, Olney, and Silver Spring, Md., and Washington, D. C.), Md.; Lexington Park (Annapolis, Pasadena, Glen Burnie, Lakeshore, and Severna Park), Md.; Santana do Ipanema (Maceió and Palmeira dos Índios), Brazil; Norringham North, England; Morrinhos (Uberlândia), Brazil; Winton (Invercargill), New Zealand; Florissant (Ferguson), Mo.; Kawasaki South (Kawasaki), Japan; Monmouth-Inde-

pendence (Salem), Oreg.; Bahia-Leste (Bahia and Bahia-Norte), Brazil; Tsubame (Sanjo), Japan; Miyazaki Nishi (Miyazaki), Japan.

Others are Yvetot (Dieppe), France; L'Aigle (Bernay), France; Bruxelles-Est (Brussels), Belgium; Bruxelles-Ouest (Brussels), Belgium; Mannheim-Brucke (Mannheim), Germany; Sarasota Keys (Sarasota) [Sarasota], Fla.; General Guemes (Jujuy), Argentina; San Antonio Oeste (Bahía Blanca), Argentina; San Martín de los Andes (San Carlos de Bariloche), Argentina; Towada (Hachinohe, Aomori, and Aomori-East), Japan; Krishnarajanagar (Mysore), India; Ipswich North (Ipswich), Australia; Shibetsu (Asahigawa-West), Japan; Piet Petief (Ermelo) Union of South Africa; Rochester (Dover), N. H.; Oriskany (Utica), N. Y.; Madison Township (South Amboy), N. J.; Belmont (Victoria Park), Australia; Nakhon Sawan (Dhomburi), Thailand; Milano-Nord (Milan), Italy; Esch s/Alzette (Luxemburg), Luxembourg; Ylivieska (Kokkola-Gamlakarleby), Finland; Florence (Newport), Oreg.; Stone's Corner (Woolloongabba), Australia; Manchester North, England; Tuttlingen (Ebingen), Germany; Saint-Etienne-Forez (Laydernier), France; Gosnells (Armadale), Australia; Hamilton East (Hamilton), New Zealand; Hirosaki East (Hirosaki), Japan; Ominatotanabu (Aomori, Aomori East, Goshogawara), Japan; Yanagawa (Omura), Japan; Shirley, England; Oerlikon (Zurich-Unterland), Switzerland; Chongoyape (Lambayeque), Peru; Southwest Tulsa (Will Rogers, Southside Tulsa, and Tulsa), Okla.; Adaban-Khorramshar (Teheran), Iran; Chapecó (Concórdia), Brazil; Carentan (Coutances), France; Mito Nishi (Mito), Japan; Santee-Lakeside (El Cajon and La Mesa), Calif.; Chillicothe (Lacon, Pekin, and Peoria), Ill.; Berlin-Süd (Berlin), Germany; Berlin-Nord (Berlin), Germany; Vitry-sur-Seine (Sud-de-Paris), France; Ain-Témouchent (Sidi-Bel-Abbes), Algeria; Batticaloa (Colombo), Ceylon; Aden (Kenya), Aden; Mascara (Sidi-Bel-Abbes), Algeria; Meilen (Zurich-Oberland), Switzerland; Halpine (Bethesda-Chevy Chase, Bladensburg, College Park, Damascus, District Heights,



*Life on Bainbridge Island, Wash., gets a Rotary emphasis in a motion picture filmed and narrated by local Rotarians for circulation among other Rotary Clubs. Here Club member Lyle G. Malsed captures greeting of a "visitor." Clubs in Australia, Mexico, Norway, India, have seen it.*



Olney, Silver Spring, Rockville, Wheaton, Md., and Washington, D. C.), Md.; Newhall (San Fernando), Calif.; Kouvola-Kangas (Kouvola), Finland; Lisboa-Norte (Lisbon), Portugal; Peterhead, Scotland; Urdampilleta (Bolivar), Argentina; Bacabal (San Vincente), Brazil; Empalme San Vincente (San Vincente), Argentina; Tokyo Kohoku (Tokyo East), Japan; Unjha (Ahmedabad), India; Inglewood (Stratford), New Zealand; Amagi (Fukuoka), Japan; Saddle Brook (Rochelle Park), N. J.; Sierra Vista (Bisbee), Ariz.; Elk River (Monticello), Minn.; Niantic (New London), Conn.; Southboro (Marlborough), Mass.; Imperial Beach (Coronado), Calif.; San Dimas (Glendora), Calif.; Miles (Chinchilla), Australia; Florianopolis (Parnaiba), Brazil; Kanchipuram (Madras), India; Forest Park (East Point), Ga.; Fort Meade (Bartow), Fla.; Hindupur (Bangalore), India; Bateman's Bay (Moruya), Australia; Jalna (Aurangabad), India.

## SHADY PROJECTS

Colorado Boulevard, a main link between Eagle Rock and Pasadena, Calif., is a more pleasant drive today, thanks to the Rotary Club of Northeast Los Angeles. Last year, in cooperation with the Los Angeles Beautiful Committee, the Club planted 45 magnolia and crepe-myrtle trees along a half-mile divider strip on the boulevard. Several civic leaders and representatives of other groups turned out for the dedication ceremony. The Chamber of Commerce gave the Club an award for the project (see photo), which also received high praise from local residents.



All smiles over an award from the Los Angeles Beautiful Committee are Mrs. Valley Knudsen; Lewis V. Barth, 1958-59 President of the Rotary Club of Northeast Los Angeles, Calif.; City Councilman John C. Holland; and William R. Van Dusen, then Governor of Rotary District 526 (reading clockwise). The Club beautified a city street with 45 trees.

On the campus of Pennsylvania State University in University Park, a tree planting commemorating Pan-American friendship brought together students from the 21 American nations. Each poured a small bag of native soil about the roots of a tree planted on the Mall in front of Old Main. It was a joint project of the State College Rotary Club and the University Committee on



Six billboards spelled out The Four-Way Test in Glendale, Calif., recently. From left to right: 1959-60 Club President Wilson M. Bates, Walter Stolrow, Emery S. Beardsley, and Fay G. Stone. A local advertising firm donated space.

International Understanding. A band played, the flag of each nation was presented, then all representatives were invited to a Rotary meeting in the State College banquet hall—a great day all round for the Western Hemisphere.

## \$1.50 A SECOND

Hundreds of boys and girls are enjoying the "splashiest" time of their lives this month in two large swimming pools, all because members of the Rotary Club of St. George, Que., Canada, decided to take the plunge a few months ago. Getting behind a community project to build the pools, Club members went on the air with a 12-hour appeal to radio listeners. Twelve hours later when they signed off, \$67,000 of the \$100,000 needed to complete the pools and bathhouses was pledged.

## TEEN CANTEEN

If you want to see a joint that's jumpin', drop in some Saturday night at the Rotary-sponsored Canteen in Bridgeton, N. J. Community leaders say that it is just about the finest youth program ever developed in the area. Five hundred teen-agers pack the place on an average night. Attendance has soared as high as 1,000. Cokes, rock-and-roll dance contests (and a few less strenuous ones for the Rotary chaperones), and stunts keep the parties lively. The 108 Bridgeton Rotarians—and their wives—staff the Canteen every Saturday during the school year as part of their Community Service program. . . . In Fortitude Valley, Australia, a dinner organized by Rotarians recently netted more than \$2,000 for the town's new youth club building. Club members called the dinner a "Monster Fête." The check was turned over to Commissioner of Police Rotarian Frank Bischof, a leader in the Police and Citizens Association, which is building the club. . . . The Rotary Club of Cairns, Australia, recently presented a check for £300 to the Coothinga Home at Townsville, a clinic serving crippled children of north Queensland.



This tranquil scene outside the Convention Hall on Thursday soon bustled with thousands of Conventiongoers leaving for many lands.

## More Miami Memos

A postscript to last month's report on Rotary's 1960 Convention.

**Fathers and Sons.** Already, though Rotary is only 55 years old, one may speak of successive generations of Rotarians. This obtains in places of leadership as well as in the ranks. In the 1960-61 crop of District Governors there are three who are sons of Past District Governors. The three are THOMAS A. CARD, of Cleveland, Ohio, son of PAST DIRECTOR and PAST DISTRICT GOVERNOR JAMES G. CARD; J. BERNARD SCHMIDT, of Harrisburg, Pa., son of PAST DISTRICT GOVERNOR ALBERT S. SCHMIDT; and VAIKUNTHRAI BHUPATRAM SHASTRI, of Surat, India, son of PAST DISTRICT GOVERNOR J. G. SHASTRI.

**How Many from Where?** Here is an alphabetical list of the 67 countries and geographical regions represented by registrants at the 1960 Convention in Miami-Miami Beach: Aden, 1; Alaska, 2; Argentina, 75; Australia, 42; Belgium, 1; Bermuda, 4; Bolivia, 1; Brazil, 44; Canada, 295; Ceylon, 3; Chile, 17; China, 3; Colombia, 152; Costa Rica, 17; Cuba, 171; Cyprus, 1; Denmark, 2; Dominican Republic, 20; Ecuador, 12; England, 29; Finland, 5; France, 20; Federal Republic of Germany, 8; Greece 3; Guadeloupe, 3; Guatemala, 26; Hawaii, 8; Honduras, 15; India, 21; Indonesia, 3; Iran, 2; Ireland, 1; Israel, 2; Italy, 8; Japan, 89; Korea, 2; Lebanon, 1; Malaya, 1; Martinique, 2; Mexico, 137; The Netherlands, 3; Netherlands Antilles, 6; New Zealand, 25; Nicaragua, 4; Norway, 5; Pakistan, 6; Panama, 11; Paraguay, 11;

Peru, 51; Philippines, 5; Portugal, 2; Puerto Rico, 76; El Salvador, 11; Scotland, 4; Sudan, 2; Surinam, 1; Sweden, 7; Switzerland, 2; Thailand, 2; Union of South Africa, 3; United Arab Republic, 2; United States of America, 9,798; Uruguay, 1; Venezuela, 32; Virgin Islands, 3; Wales, 1; West Indies Federation, 28.

**Music Man.** KETRIC R. KLINGMAN is a vocal music teacher in Canton, Ill. He trains large school choruses and in many ways helps to lift the level of music education; he is area consultant for the Illinois Music Educators Association and music adjudicator and director of choral festivals. As happens to such music men, he is drafted to lead the singing wherever he goes in Rotary. "The reason I was nominated to be Governor of my District this year," says KET, "is that I've been song leader at our District Conferences for so many years that the fellows thought it would be easy to move me from that spot to the top one. I don't know what other explanation there could be." KET is a little too modest there, wouldn't you say, fellows of Fulton County?

**Know Your Tartans?** Among the bonnie folks from Scotland here in Convention Town are the MACKINTOSHES, BOB and MAY, from Hamilton—husband and wife, architect and college lecturer, respectively. Wherever they go they find

themselves delivering brief lectures on tartans. "The lady's sash—what does it mean?" MAY explains: "Worn over the left shoulder it proclaims that she is married; a married woman wears her husband's tartan over her hear-r-r-r-t. Worn over her left shoulder, it shows that she is 'looking.'" "This brooch?" MAY goes on. "We call it a *lukenbooth*; as you see, it is surmounted by the ancient crown of Scotland and is formed out of the twained hearts of Mary Queen of Scots and the Earl of Dearnley. The name *lukenbooth* dates far back—to the days when the brooch was sold in booths on the bridges of Edinburgh—sold for luck. In the days before engagement rings it betokened engagement." We learn further that when a Scottish miss marries, she takes the tartan (you *never* call it plaid) of her husband. We learn also that there are tartans for day wear and for evening wear and while the two designate the same clan, the accent and general strength of the colors are different one from the other. Finally, for heaven's sake, one person wears a *kilt*. The surest way to show that you know little about the land of the heather is to pluralize this singular garment.

**Senior Conventioneer.** We don't know for sure—we'll find out soon after you read this—but we think that the oldest of all attending the 1960 Convention is JOSHUA MOORE, 92½ years old, charter member of the Rotary Club of Westfield, N. J.

which was organized 30 years ago. JOSHUA made the trip from Westfield to Miami on the train and alone. If JOSHUA was the senior Conventioneer, perhaps CARL G. LORENZ, 86, of Pennsylvania, was the runner-up. With him CARL brought a book filled with the signatures of Rotarians he met on the Rotary cruise to Rio in '48. He is surprised and pleased to see how many of the owners of the signatures are on hand in Miamiland.

**Van Noten Noted.** There are, as always at a Rotary Convention, art and skill and talent galore in the persons of those who came to Miamiland. One of the most distinguished of the artists present is the Belgian painter and tapestry designer JEAN VAN NOTEN, a member of the Rotary Club of Englewood, N. J. Known



Sitting in their home on wheels—a converted school bus—the J. Talbot Capps family, of Kinston, N. C., plan a day by reviewing the Convention program. Their bus, which sleeps six, has an icebox, stove, closets, and table. A sign on the back says what you'd expect it to say: "Miami or Bust!"



Another meeting of East and West at Miamiland, as Mrs. Naganori Okamura, of Tokyo, Japan, holds and fans 13-month-old Haldane Boykin, Jr., son of a Rotarian of Chattahoochee, Fla.

Belgian artist Jean Van Noten, a Rotarian of Englewood, N. J., sketches at the Miami Museum of Modern Art, where his tapestries and watercolors were displayed during Convention week. Behind the artist is one of his tapestries titled *Le Temps Passe*.



to readers of this Magazine for his article, illustrated with his own watercolors of the Belgian Congo, in *THE ROTARIAN* for October, 1957. JEAN is a leading artist in his country. Stamp collectors recognize him as the designer of Belgian Rotary stamps, Belgian World Refugee Year stamps, and a set of Belgian stamps on the animals of Africa. To fanciers of tapestry JEAN is known as a leader in the effort to revive the ancient art of tapestry making. Throughout the Convention JEAN has had on display in the Miami Museum of Modern Art, just across the bay from Convention Hall, eight of his large tapestries and a dozen watercolors and drawings. And he and his wife, MARIETTA, have taken many Rotary couples on a tour of the "show." . . . On the importunings of the Editors, JEAN made several sketches of Convention scenes, the Convention Hall (see July issue), and groups of Conventioneers. The photo at the right shows him at work in the Miami milieu.



In their Miamiland hats, incoming District Governor Vinayak D. Kirpekar and his wife, of Sholapur, India, pause to check the starting time of the "Flamingo Festival" at Hialeah Park, a pre-Convention event that included buffet service for thousands in the grandstand.





A "welcoming committee" in Delray Beach, Fla., just north of Miami, is out to greet incoming District Governor Cecil S. Farrar (turning to read sign), of Delray Beach, and other Rotarians on the special train taking International Assembly participants from Lake Placid, N. Y., to Miami.

On stage at the first session to provide a musical interlude is the Chatanooga Boys Choir, its 42 members ranging from 8 to 12 years old. The group is rated among the five best boys choirs in the United States.



As the strains of Auld Lang Syne fade away in the huge auditorium, President Harold Thomas gathers with his wife, May, and their son Hal and his wife, Thelma. It's a moment filled with congratulatory handclaps and fond farewells from many Rotarians.

## More Miami Memos (Continued)



Convention Sergeant at Arms Frank McDonald (left), of Tampa, Fla., receives the mace, symbolic of his authority, from RI Under Secretary Charles M. Dyer. Sergeant Frank had some 200 assistants helping him.



Seeing double? You should because these tie adjusters are twins: Edward R. Ahlenius (left), of Bloomington, Ill., an incoming District Governor, and William H. Ahlenius, incoming President of the Decatur, Ill., Rotary Club.

Many speakers addressed the Convention audiences, the featured ones having been presented last month. Here are others who spoke from the stage at plenary sessions.



Ben McCahey, head, Dade County Board of Commissioners, greets Rotarians and guests.



Maurice R. Harrison, Jr., President, Rotary Club of Miami, extends his welcome.



Fun for everyone is always the general idea in the Youth Hub located in a decorated room in Convention Hall. The doughnut eaters are Mike Orlin (left), 11, of Hamakua, Hawaii, and Lee Capps, 11, of Kinston, N. C. . . . (At left) Swingin' out to a juke-box tune, these teen-agers are competing in a rock-and-roll contest. They didn't win, but all agreed they were "real cool."

Among the reunioneers at the Monday's luncheon for present and past RI officers is this 1905-37 group. In rear (left to right) are Walter R. Jenkins, U.S.A.; Edwin A. Glenn, U.S.A.; Roy Smith, U.S.A. At table (left to right): J. E. Caulder, Canada; H. J. Brunnier, U.S.A., 1952-53 Rotary International President; Horacio Navarrete, Cuba; Chas. J. Turck, U.S.A.; Wm. D. Copeland, U.S.A.; George W. Harris, U.S.A.; Gerald Murray, U.S.A.



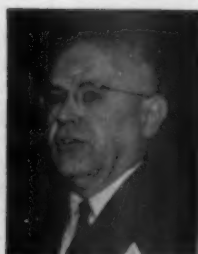
Tristan E. Guevara, RI Director, Córdoba, Argentina, responds to addresses of welcome.



William R. Robbins, of Miami, RI First Vice-President, presides at adoption of program.



Walter R. Beaumier, of Lufkin, Tex., Chairman, Balloting Committee, gives report.



George R. Means, RI General Secretary, presents his report at second plenary session.



Lloyd Hollister, Treasurer of RI, after presenting his report at Tuesday-morning session, returns his entire "salary" of \$1 to Harold Thomas, Rotary's President.



*Neither wheelchairs nor crutches can spoil a boy's fun when he is out campin'.*



*Camp Tidnish, on Northumberland Strait in Nova Scotia, shows the results of recent building-improvement program.*



*In one of two camp dormitories, boys wait for luncheon call.*

## Happy Times at Tidnish

**T**HE only camp for crippled children in the Canadian maritime Province of Nova Scotia is Camp Tidnish, operated by the 62-man Rotary Club of Amherst. Situated at the mouth of the Tidnish River on the Northumberland Strait, it is now in its second year as an outdoor center for crippled children. Prior to 1959, the Rotary Club maintained the camp for underprivileged youngsters.

"We decided to make it a camp for crippled children," says Robert S. Caldwell, 1959-60 President of the Amherst Rotary Club, "because the need for such a camp was clear. So, with the coöperation of the Nova Scotia Society for Crippled Children, we went ahead with changes that had to be made to accommodate handicapped campers."

New facilities included the building of a second ten-bed dormitory, the installing of new beds and mattresses, and a general improvement of the main lodge, which houses the dining room, play room, and staff quarters. The staff, comprised of a director and his assistant, was enlarged to include a speech therapist, a registered nurse, two camp counsellors, and a near-by doctor on call for emergencies.

These improvements cost nearly \$5,000; the salaries paid the assistant director, registered nurse, and speech therapist totalling \$965. Other participating service clubs in the area contributed \$2,175 to help defray improvement expenses, while the Nova Scotia Society for Crippled Children reimbursed the Amherst Club for the salaries of the medical specialists.

The 1960 season is now under way at Camp Tidnish. As in '59, this season is divided into three separate periods of two weeks each, and organizations sponsoring campers pay \$30 a week for each child. With 4,000 names on the records of the Nova Scotia Society for Crippled Children, no organization interested in sending a youngster to camp is faced with a scarcity of eager candidates.

As Chairman of the Camp Committee of the Amherst Rotary Club, Hugh C. Tennant gets pretty close to the campers. "The test of their enjoyment of Tidnish is how they leave it on their last day. When a little fellow with damaged legs turns for his last look at the water and says, 'Boy, I sure wish I was goin' in now'—you know he loved it and wants to come back."



# These Rotarians...

**Their honors, records,  
unusual activities**

**SUNSHINE Spreader.** "In Calcutta, Delhi, and Bombay," writes an observer, "the most conspicuous signs lighting the night sky in huge red letters say 'Read Soviet Books and Periodicals . . .' (they) are read in India with the avidity and credulity characteristic of new readers." To counter such influences and other publications he deems unwholesome for Indian youth, a Rotarian doctor of education from Poona, India, publishes the non-profit *Sunshine* magazine for boys and girls in their early teens. "No other magic carpet is available to boys and girls between 12 and 14 that can give them an awareness of their Asian contemporaries," says G. Stephen Krishnayya of his *Sunshine* magazine. "It helps to provide a bridge of understanding so essential between East and West and explores ways of expressing this partnership." Now the editor is engaged in plans to expand the circulation of the six-year-old magazine from 3,000 to 30,000 in a period of three years. During a recent trip to the United States he conferred with educators and juvenile-magazine publishers and sought ways to make his magazine "the most potent medium of information for the young people in India's 12,000 high schools." Some means, he is sure, must be found to provide India's youth with reading material that will help them become freedom-loving democratic citizens and leaders of tomorrow.



Krishnayya

**Cancer Fighter.** Dr. Harry A. Duncan, 83, just couldn't stand inactivity after he'd retired from big-city practice to his home town of Millersburg, Ohio, in whose Rotary Club he has held membership since

1944. So the former Philadelphia surgeon and Temple University professor of gynecology and obstetrics started a free cancer-detection clinic that now makes more than 1,000 cancer tests a year, plus checking repeat patients. The results are sent to the patient's doctor. Dr. Duncan puts some of his own money into the project, which also employs the services of a technician. Supplies are purchased with the community's share of Cancer Society funds. A Wooster woman left him \$25,000 for the clinic, which is open to anyone from anywhere completely without charge. Dr. Duncan is a strong advocate of periodic examinations. "Get an early diagnosis," he recommends. "I don't know of any way to stop cancer (from starting). There is a lot of research and work in that direction. But I do know there are many people dying of cancer who need not. The way to stop many of these deaths is early, complete examination." Dr. Duncan, quite understandably, was named "Man of the Year" in 1959 by his Rotary Club.

**In the Family.** Rotarians of Peoria, Ill., believe that they may have made Rotary history not long ago. At a recent meeting they inducted four sons and one son-in-law of Club members. The new members are R. H. Curtis White, John Mueller, Harry Noble, Richard Ullman, and Chris Hoerr III.

**Poet.** C. Ronald Ellis, a widely travelled writer and Rotarian of Palm Springs, Calif., has through the years written many song lyrics and poems. One of his latest creations, dealing with Rotary, has aroused the admiration of Rotarians over a wide area. He's been asked to read the poem at Rotary Club meetings, and he's distributed many copies to Rotarians who have asked for them. Here is the poem,



A poem inspired a painting (see item).

together with a painting inspired by it and drawn by an artist friend (see cut):

#### ROTARY'S RAINBOW

For East was east and West was west  
Not many years ago  
Till men of courage, whose hearts knew best,  
Proved it is not so.

They borrowed the lesson the rainbows teach  
In radiant splendor, above;  
"All colors bring joy," the rainbows preach,  
"And joy in a heart brings love."

And love in a heart is a seed that grows  
In an ever-entwining vine,  
Embracing all colors of men, here below,  
But guided by the Divine.

Bridging the "seven seas of life"  
This beautiful arc, so grand,  
Spans the chasms of hateful strife,  
Till there is no "foreign land."

For the wheels of Rotary, rolling along,  
Bring tidings of brotherly love,  
And the symbol of Rotary's glad some song  
Is seen in the rainbows above.

**Blindness Overcome.** In 1912, a small, wiry man arrived in Wilcox, Ariz. He learned to love the outdoors, the long rides, and the vigor of a cowboy's life. But these pleasures were doomed, for Vincent Craig was thrown from his horse, his back broken, and his eyesight drastically impaired.



Craig

It didn't break his spirit, however, according to Wanda Hoffmeyer, who provided these facts and who is the free-lance writing wife of Edward Hoffmeyer, a Williams, Ariz., Rotarian. His love for people, another's voice, a friendly handclasp, and ability at typing made him decide to give news col-



Frank Honicker (right) has been Secretary of the Rotary Club of Philadelphia, Pa., 40 years. Congratulating him as he accepts a tribute at a Club celebration are Club President Harry W. Schob (left) and George Means, General Secretary of Rotary International.



Three generations in the Rotary Club of Coronado, Calif.: Alfred Laing, a charter member of the Club; grandson John Laing; and son Alfred G. Laing.

lecting a whirl. Vincent and his wife, Edna, moved to Williams, Ariz., in 1925. By 1926 he had become the Williams correspondent to the *Arizona Republic*. In 1927 F. E. Wells, editor-publisher of the *Williams News*, and a charter member of the Rotary Club of Williams, asked him to become a full-time reporter for his newspaper.

A blind man report the news? With Vincent Craig, just as his senses of touch and hearing have become supersensory, so has his memory. He grabs a cup of coffee, stokes up his prodigious pipe, and gets behind the typewriter, with a telephone alongside. When discussing news, he pecks out the main points of the item to be woven into a news story later.

This requires very little reading back to him, for the act of typing down, though he can't see it, impresses it upon his memory. When Edna was living (she died in 1958), she read a few notes for him. For usually, Vincent can tell you almost to the word what you said, and, very likely, why you probably said it.

To friends, fellow members, and guests of the Rotary Club of Williams, the most amazing thing is

Vincent Craig's Rotary report. He sits through a meeting never making a note. Then he returns home and types out his column with un-failing accuracy.

The remark has been made that if everyone "were as attentive as Vince we'd probably get more out of the meetings." As Helen Keller once said, "... each gains from the other stimulating hints of potency and new varieties of truth."

**Live Wire.** Nicholas C. Menaker, of Holly Hill, Fla., hadn't missed a Rotary meeting since his Club was founded, and the minor fact that he was confined to the hospital wasn't going to stop him from at least eavesdropping on the next meeting. So, with a telephone hookup arranged by two of his fellow Club members, Dr. Frank Sica and Raymond J. Lawrence, he did just that. And when he wanted to speak in the meeting, he just talked into the phone; the only thing he missed was the food.

**Gift of Nature.** Twenty thousand acres of woods, marsh, and open prairie in the Little Eau Pleine River valley of Wisconsin are now a wildlife refuge—thanks to Rotarian Stanton W. Mead, of Wisconsin Rapids, Wis., and the Consolidated Water Power & Paper Company, which he heads. The company gave the George W. Mead Wildlife Area to the State last year. It is believed to be the largest such gift in the history of Wisconsin. "The value of this land," said a conservation official, "cannot be judged in monetary values. . . . When we dedicate this area, we are restoring a natural balance in people's lives."

**Day of Memories.** The new \$200,000 YMCA building in Hattiesburg,

Miss., was being named in his honor, and Rotarian Joseph Maury Gandy, Sr., let his mind drift back to earlier days . . . back to 1923, when as the industrial secretary of the "Y" he toured lumber and railroad camps with a movie projector and organ to bring religious guidance and recreation to the men . . . back to the Depression when as general secretary he was told to close the "Y" for lack of funds, but somehow managed to keep it operating . . . back to all the baseball games and basketball matches and swimming classes that would not have happened save for him. And now, after his retirement, his son, J. Maury Gandy, Jr., also a Hattiesburg Rotarian and Past Club President, was following in his footsteps as general secretary of the "Y." Yes, it was a good day.

**Presidential Family.** Four members of the same family have headed the Rotary Club of Thomson, Ga. This year the President is Robert N. Wilson. His late father, Edgar, and his brothers James and John also held the post.

**Guide.** College-bound youngsters in the metropolitan area of Kansas City, Mo., can get financial help from a bewildering variety of different institutions. The difficulty has always been in learning about the help offered. But now each of the high-school counsellors in the area has a copy of a thick, loose-leaf scholarship directory prepared especially for use in advising students of the Kansas-Missouri area. It's the brainchild of Rotarian E. L. Filby and was prepared under the supervision of Rotarian James A. Hazlett, superintendent of the public schools of Kansas City. Many others helped produce the direc-



Serving as the general officers of Rotary International in Great Britain and Ireland for the Rotary year 1960-61 are (from left to right) President J. C. Pride, of Bath, England (insurance-casualty); Vice-President H. J. Bennett, of Wrexham, Wales (senior active); Immediate Past President Harry B. Shaw, of Oldham, England (senior active); and Treasurer Festus Moffat, of Falkirk, Scotland (business promotion).

tory, which will be updated each year, and which has proved to be invaluable in informing advisers of available scholarships and grants. Rotarian Filby thinks such a publication would make an ideal Rotary Club project in any metropolitan area.

**Follow-up.** Sixty-two years ago the United States went to war to help Cuba gain its independence. An essay which came out of that war became one of the most reprinted messages of modern times and made the little Roycroft publishing house of Elmira, N. Y., and its owner, Elbert Hubbard, world famous. Now Rotarian H. Kenneth Dirlam, of Mansfield, Ohio, former sales manager of the Roycroft Shops and author of *That Message to Garcia* in the April, 1948, issue of THE ROTARIAN, has published an illustrated booklet telling *The Story of 'A Message to Garcia'* and offers it gratis to any Rotarian who wishes a copy. (His address: 36 North Main Street, Mansfield, Ohio.) In addition, he and Ernest R. Simmons, another former "Roycrofter," have written a book entitled *Sinners: This Is East Aurora!*, which may soon see print, and which fully describes one of America's most unique publishing ventures and its flamboyant leader.

**Master Pen Pal.** Seth M. Bailey, of Baytown, Tex., is a champion in the art of getting people together. Since 1948 he has sent more than 13,700 letters to other lands—letters including lists of young people and Rotarians who want to correspond with others, plus a request for additions to that list. He has received some 3,000 replies and has found pen pals for some 6,800 people of 84 countries—enough to populate a sizable town.

**World-Wide Greeter.** Each month, Sam A. Ziegler, of Carmi, Ill., a Past District Governor of Rotary International, sends out 500 birthday cards to friends around the earth—a total of 6,000 a year. "Having attended 13 Rotary Conventions," says he, "I have accumulated a lot of birthdays. And I have been compensated—for I receive so many fine letters from all over the world."



*The Frank E. Spains, donors of \$600,000 to rehabilitation in Alabama (see item).*

**Mammoth Gift.** A 1½-million-dollar rehabilitation center may soon begin to rise on the medical campus of the University of Alabama, thanks to a \$600,000 gift from 1951-52 Rotary International President and Mrs. Frank E. Spain, of Birmingham, Ala. The contribution is contingent upon its being matched on a two-for-one basis by Federal money. Said University President Dr. Frank A. Rose: "This magnificent contribution . . . will not only bring great benefit to a large number of handicapped people, both old and young, but it will also . . . make possible the training of . . . workers who will then be available to staff other centers throughout the State and it will provide an opportunity to advance knowledge concerning crippling conditions through research."

**Source.** A Madagascar 12-franc postage stamp featuring the vanilla bean, one of Madagascar's main products, owes its existence to a U.S.A. businessman. That's not quite so surprising when it is known that Chester A. Smeltzer, a Rotarian of Ramsey, N. J., is an importer of the vanilla orchid's beans, and also an ardent stamp collector. His suggestion that Madagascar issue a vanilla stamp was greeted with enthusiasm by postal authorities there, and the stamp was issued as one of a series which also included stamps featuring manioc and cloves.

**Scouting Honors.** Three Rotari-

ans were among the eight men in the United States recently honored with the Silver Buffalo award of the Boy Scouts of America. They were Clifford A. Randall, 1958-59 President of Rotary International and a lawyer of Milwaukee, Wis.; Joe C. Carrington, insurance executive and rancher of Austin, Tex.; and Robert John Lloyd, business executive and active Scouter of Tacoma, Wash. The award is made on the basis of noteworthy service to boyhood of a national or international character, outside the line of regular duty, either directly to or independent of the Boy Scouts of America.

**Rotarian Honors.** Honored by the Government of Panama for the contribution he and his firm have made to the development of the Republic of Panama was Robert J. Boyd, of Panama City, a Past Director of Rotary International. In being named to the Order of Vasco Nuñez de Balboa with the rank of Knight, he received Panama's highest award. . . . Appointed a judge of the West Pakistan High Court



*Rizvi*

was Jamil Husain Rizvi, of Lahore, Pakistan. . . . Elected president of the Ontario Society for Crippled Children was L. P. Whaley, Secretary of the Rotary Club of St. Marys, Ont., Canada, and a Past District Governor of Rotary Interna-



## His Honor the Barber

WHEN genial Roe Ryan Mitchell discusses civic affairs while cutting a customer's hair, he isn't just "shooting the breeze." Since 1941, except for an interval of three and a half years, the popular Rotarian barber has served continuously as Mayor of Calhoun City, Mississippi.

"Folks joke about 'barbershop politics,'" says Roe, "but, after all, who has a better knowledge of what the people are thinking than a barber? One can learn a lot by steering the conversation into certain channels and then listening carefully. I've been doing this for years, and have come to know and understand the chief gripes, hopes, and dreams of the townspeople."

The technique paid off recently when town councilmen were considering raising funds for badly needed civic improvements by levying a half-cent city sales tax. No one was sure how townspeople would react to the plan, so Mayor Mitchell sought the advice of his customers. Day after day as he cut hair in his barbershop, he nudged the conversation over to the proposed sales tax. He found that most people agreed the town sorely needed the additional revenue, and they favored the tax. Their primary concern was the manner in which the money would be spent. The majority felt that street improvements should take priority over all other projects, and they discussed the need for improved and extended sewer lines, a city park, and other needed improvements.

After listening to many a heated discussion in his barbershop, Mayor Mitchell felt that he could in good conscience work with the councilmen for the enactment of the tax law. A short time afterward, the city sales-tax proposal was adopted, and streets

all over town have since been improved with the additional revenue.

Mayor Mitchell has been barbering for 40 years in Calhoun City (1950 pop.: 1,319). He and his wife, Madge, have a son and a daughter, both of whom are teachers.

In addition to cutting hair and serving as Mayor, Roe Mitchell is sec-



The Mayor at work on the author.

retary of the North Central Natural Gas District. In 1950, working with various groups and individuals, he helped to establish a natural-gas system in the area.

The Mayor and his council, which includes other Rotarians, have plans for numerous civic improvements. And recently they extended the corporate limits of Calhoun City to make urban services available to more people.

The people of Calhoun City feel lucky to have a barber heading their municipal government. For, after all, where else can you tell the Mayor how to run the town while he's cutting your hair?

—E. H. JOHNSON

tional. . . . Named "Young Man of the Year" in Collinsville, Ill., was Donald M. Glover, his Rotary Club's 1960-61 Vice-President. . . . The auditorium in a new nine-story addition to St. Mary's General Hospital in Kitchener, Ont., Canada, has been named "Heasley Hall" to honor Hugh J. Heasley, a Past District Governor of Rotary International. . . . Named one of the "Ten Outstanding Young Men



Sloane

of Greater Boston" by the Boston, Mass., Junior Chamber of Commerce was Marshall M. Sloane, of Stoneham, Mass.

Ahmed E. H. Jaffer, of Karachi, Pakistan, for his work in furthering better relations between Austria and Pakistan, has been decorated by Austria with the *Grosses Ehrenzeichen fuer Verdienste um die Republik Osterreich*. . . . Famed eye surgeon Dr. M. C. Modi, who has performed thousands of free eye operations throughout India, was honored at a luncheon of the Rotary Club of Mandya, India. An honorary member of the Club, Dr.

Modi had conducted a two-week "Free Eye Operation Camp" sponsored by the Club. There had been 3,368 consultations, 1,349 medical treatments, and 433 operations. . . . Robert B. Diemer, of Los Angeles, Calif., has been awarded the 1960 Missouri Honor Award "for distinguished service in engineering" by the University of Missouri. As general manager and chief engineer of the Metropolitan Water District of Southern California, he is now supervising the completion of a 200-million-dollar expansion program to provide the coastal plain of southern California with enough Colorado River water to meet the needs of 3 million more people. . . . Relected president of the West Bengal Contractors Association was P. K. Roy, of Calcutta, India. . . . Quoted at length in an article on research in a recent issue of *Chemical Week* was Henry J. Schoder, of Kankakee, Ill. . . . John A. Nesbitt, of Miami Beach, Fla., program director of Junior Chamber International, has been awarded a grant by the National Recreation Association for study at Columbia University in the field of recreation for the ill and the handicapped.

Hess T. Sears, of Des Moines, Iowa, has received the annual Community Service Award of the Des Moines *Tribune*. . . .

The Rotary Club of Columbus, Ga., recently observed "Tom Wade Day" to honor the 45 years of Rotary service and 39 years of perfect attendance of 80-year-old Thomas P. Wade,



Wade

who retired ten years ago from a 54-year railroad career. . . . New president general of the National Society of Sons of the American Revolution is Dr. Herschel Stratton Murphy, of Roselle-Roselle Park, N. J. . . . Stanley S. Kresge, of Detroit, Mich., has been awarded an honorary doctor of humanities degree by Bethany College, Bethany, W. Va.

W. C. Mead, of Mansfield, Ohio, recently became the third person in his State to receive the Award of Merit of the National Foundation, in recognition of his 20 years' work with the March of Dimes.

## Nervous Breakdown

[Continued from page 31]

Thus they keep him away from places, situations, and relationships that arouse anxiety."

The first sign is generally a prolonged feeling of being vaguely unwell, "below par." At the same time we may experience annoying physical ailments: tenseness, restlessness, persistent fatigue, insomnia. We may develop more crippling symptoms: severe headaches, palpitation of the heart, dizziness, gastrointestinal disorders, muscular pains. As Dr. Braceland indicated, these symptoms precede stressful situations and give us an excuse to avoid them—a noisy party, a difficult conference, an appointment with someone with whom we are on falsely amiable terms.

A more distressing warning is a symptom which may indicate advanced disturbance. This is a prolonged period of the "blues"—not just a day or two of feeling "down in the dumps," but weeks of deep, pervading depression akin to bereavement. In the aged it may be accompanied by feelings of worthlessness, of being a burden to others.

A symptom more readily apparent to others than to ourselves is a marked change in personality—either an intensification of a character trait or an abrupt reversal in behavior. A shy person may become more shy; an outgoing person may become exuberant and rattle on endlessly about unrealistic schemes. On the other hand, a person who has been neat and orderly all his life may grow careless and slovenly. The important fact is the change itself. It represents a significant point in the history of an emotional disturbance. If the disturbance develops unchecked, the next step may well be the breaking point.

What are the chances of avoiding a breakdown? Excellent, authorities agree, particularly if the disturbance is recognized and resolved in its early stages. Says Dr. Alan A. McLean, staff psychiatrist for International Business Machines Corporation, "In most instances, changes in behavior occur quite early in the development of an emotional illness. The altered behavior pattern usually affects the individual on the job. The alert foreman or manager may be able to detect it." If the patient obtains immediate treatment, he can usually straighten out his problems without prolonged time off from work.

Once a breakdown occurs, recovery depends on the complexity and depth of the disturbance, the patient's desire to get well, and the adequacy of treatment. In the case of the advertising man who was promoted to vice-president, a few

days of rest and self-appraisal and a long talk with his family doctor opened his eyes to the necessity of asking for his old job back—and he was cured. A dozen interviews with a psychiatrist, combined with more help and understanding from her husband, enabled the housewife to meet her problems more maturely.

Most breakdowns can be "cured." But it is usually better not to have one in the first place. Says Dr. John MacIver, full-time psychiatrist for America Fore Loyalty Group, "A nervous breakdown is an unfortunate solution to emotional problems. The patient pays a stiff price for any benefits he gains."

So if we recognize in ourselves symptoms that are making us, or others, unhappy, we should seek immediate help. A good place to start is the family doctor or clergyman. In the early stages of emotional trouble, a candid talk with a sympathetic listener may be all we need.

As individuals, we might try to handle better the stresses of life. Says Dr. John Donnelly, of the Institute of Living, "Every problem of frustration which is faced realistically and dealt with in an organized way adds to the strength of the personality. Every failure from which a lesson has been learned provides both an experience and an asset which increases our capacity to meet new problems."

## Call In Plato

[Continued from page 19]

the Fund for Adult Education (established by the Ford Foundation) gave two Southwestern at Memphis professors plane fare to Philadelphia that Bell's basic idea became a community project that all kinds of businesses, large and small, might share in any town.

In the Spring of 1955, genial Rotarian educator Granville Davis and wiry silver-haired philosopher Laurence Kinney tramped through the plants, offices, and stores of Memphis with their scheme for using liberal arts to broaden management vision. Would the businessmen on Main Street and Front Street release their key men every Monday morning for two years, plus periodic all-day sessions and week-end retreats with visiting poets and scholars, and pay \$500 for their books and expenses?

"We won't teach them a single practical fact," Kinney guaranteed. "But they'll learn to think boldly, for themselves."

On Front Street in Memphis, cotton man Caffey Robertson had been just as worried about handing over his small business to "yes men" as the big corporation heads at Bell.

If we are undergoing severe stress in several different sectors of our life, it would be wise to let up in at least one of them if we possibly can. If we have emotional problems at home and a quarrel going at the office, for example, this is the wrong time to go without proper sleep.

When stress is unavoidable, we can give ourselves a break by keeping it simple. If we're starting out on a new and unfamiliar job, don't pick that week to give up smoking. If we find that we're getting wound up over a worrisome problem, the best thing to do is to take time out—see a movie, go away for the week-end—and come back to it with a relaxed mind.

In work and in play, we must try to recognize our limitations. A writer once told me, "The most important day of my life was the day I stopped trying to set the world on fire, and accepted myself—the good and the bad, the strength and the weaknesses—for what I was. I've been a happier man, a more understanding father, and a more useful citizen ever since."

These seem like little things, and they are. But they help us accept a truth that may have been hard to learn as children: that there is nothing, really, to be afraid of. As we learn this, we grow in faith, we grow in strength, and, most important, we grow in our capacity to love.

Out at Forest Hills Dairy, Ray Skinner, who built one milk route in 1920 into 100,000 quarts a day without formal education himself, said: "I've got a man with a college degree in dairy manufacturing. He knows dairy bacteriology, dairy pathology, dairy chemistry, butter, and cheese, but he needs to know about human beings and what makes the world go."

Down by the Mississippi River, the famous old cotton houses and the Union Planters Bank enrolled men who had been taking business correspondence courses ever since they got out of high school but "looked down their noses at culture." With the U.S.A. cotton business plagued with problems from the economic plight of backwoods Tennessee farmers to political crises in Asia and Africa, all could use "broader vision."

Most of the 22 students, from 20 firms, who reported for the first class in September, 1955—a week-end retreat on Plato with famed philosophers Stringfellow Barr and Scott Buchanan—came strictly under orders from the boss.

"I thought my boss was crazy," said J. Goldsmith and Sons' merchandise manager Phil Murphy. "What, I wondered, has Plato got to do with the department-store business?"

From 6 o'clock Friday until late Sun-

# When the Gong Sounds, They're Always on Hand!



*For at least 25 years  
these 42 men have not  
missed a meeting.*

(1) James H. Leddy, coal and building material, 25 years, Hastings, Dobbs Ferry, and Ardsley, N. Y.; (2) Leon S. Haas, Jr., title and conveyance attorney, 26 yrs., Opelousas, La.; (3) Ludwig R. Whitesell, building materials distributing, 27 yrs., Shickshinny, Pa.; (4) O. Albin Olson, farming, 27 yrs., Sidney, Nebr.; (5) George A. Obby, dentistry—exodontist, 31 yrs., Eastern Cleveland, Ohio; (6) R. A. Sand, dentistry, 29 yrs., Fargo, No. Dak.; (7) Karl F. Barfield, sanatoria, 31 yrs., Tucson, Ariz.; (8) Stockton Fountain, government inspection service, 33 yrs.; (9) H. Blaine Glendenning, jewelry retailing, 30 yrs.; (10) Cecil D. Robinson, senior active, 28 yrs.; (11) Allen F. Vannoy, senior active, 27 yrs.—all of McAllen, Tex.; (12) John C. Banta, honorary, 40 yrs., Muncie, Ind.; (13) Howard E. Craig, insurance—fire, 38 yrs.; (14) Watson D. Craig, insurance—casualty, 32½ yrs.—both of Waynesboro, Pa.; (15) Ben L. Mayne, senior active, 37 yrs., Albion, Ill.; (16) John F. Deltrick, undertaking, 34 yrs.; (17) Thomas J. Moore, education—public schools, 27 yrs.—both of Creston, Iowa; (18) C. Baxter Morris, dentistry, 37½ yrs., Logan, W. Va.; (19) Arthur K. Putland, senior active, 33 yrs., Lethbridge, Alta., Canada; (20) Guy W. Jacobs, ice—manufacturing, 36½ yrs.; (21) John H. Peterson, insurance—casualty, 25½ yrs.; (22) L. B. Peterson, dentistry, 27½ yrs.—all of Steu-

benville, Ohio; (23) Roscoe C. Briggs, lumber dealer, 32½ yrs.; (24) Clyde K. Craft, senior active, 30½ yrs.; (25) Jerry B. Wilson, senior active, 35½ yrs.; (26) H. Claude Hardy, senior active, 35½ yrs.—all of Oneonta, N. Y.; (27) Arthur Birchenough, honorary, 33 yrs., Skaneateles, N. Y.; (28) J. Harold Harris, lumber—retailing, 33½ yrs., Wynne, Ark.; (29) Charles Van Winkle, real estate and insurance, 37½ yrs., Rutherford, N. J.; (30) Redmond Sheppard, railroad transportation, 27½ yrs., Sulphur Springs, Tex.; (31) James Smith, contractor—electrical, 30½ yrs., Raymondville, Tex.; (32) Arthur F. A. Witte, senior active, 25½ yrs., Yonkers, N. Y.; (33) John M. Hankins, drugs retailing, 31½ yrs., Junction, Tex.; (34) Harold W. Larned, senior active, 25½ yrs., Muncy, Pa.; (35) M. Luther Bauserman, printing, 25½ yrs.; (36) J. C. Morris, creamery products distributing, 25½ yrs.—both of Woodstock, Va.; (37) Fred A. McKinney, printing, 36 yrs., Bisbee, Ariz.; (38) Clarence Craig, Federal receiverships, 29 yrs., Joplin, Mo.; (39) George Gilliam, electric light and power service, 30½ yrs., Corpus Christi, Tex.; (40) James O'Connell, nautical supplies—ship's chandler, 35½ yrs., Newport, R. I.; (41) Charles H. Stone, heavy chemicals manufacturing, 26 yrs., Charlotte, N. C.; (42) Maurice Richards, senior active, 36 yrs., Ferndale, Mich.

day afternoon at that deserted Paris Landing Inn, they gulped doses of Plato.

The next Monday, when they met on campus, each sheepishly admitted to spending almost eight hours over the Greek philosopher. It was the first time most of them had read anything but trade journals, or headlines, for years. "Had to learn to read all over again," said Murphy. But after six solid weeks

of Plato, the 22 businessmen began to "enjoy the mental exercise more than a hot bridge game."

There were no grades or credits, no exams, no textbooks or condescending lectures in the program. "You can't spoon-feed a successful businessman, with maturity, experience, used to responsibility, a warmed-over undergraduate lecture course," said Profes-

sors Kinney and Davis. "They sense the superficial, the phony academic. They demand that it be tough."

They learned to answer questions with more questions, just as the philosophers did, until they forgot all about "safe answers" in the pure excitement of thinking. And when these businessmen got going with the "Socratic method of disciplined dialectical discussion,"



the professors could hardly keep up. Instead of the usual ivory-tower argument over Plato's "What is truth?" the department-store men argued in dead earnest over the suits they were advertising as "a \$30 value for \$16.95."

When a local physics professor sneered at the idea that businessmen could understand the splitting of the atom, Kinney and Davis persuaded famed physicist R. G. Gustavson to come down from Washington, D. C., and lead them through it. "If it were that difficult, most physicists couldn't understand it either," he agreed.

The businessmen followed Darwin's thinking step by step to the discovery of evolution, retraced Harvey's discovery of the circulation of blood and Copernicus' discovery of the solar system. Harvard's Perry Miller opened their eyes to their own Mississippi Valley culture. After two sessions on music, they could follow the score of Bach's *B Minor Mass* with the Curtis String Quartet. They studied the paintings of Rouault, Breughel, Klee, Picasso, until they saw for themselves what the artist was trying to do.

By June, 1957, Anderson-Clayton and Quaker Oats, which had sent one man at first, were sending two; Stratton-Warren Hardware was sending three. The 22 in that first class—ending two years of study without a single dropout—had been joined by a Wednesday class of 13. (The course of study now lasts just one year.) And the first graduates—and their bosses—even had some answers for the question everybody asked: "How's this stuff going to help you in your business?"

"We don't expect it to register in dollars and cents on the cash register," says E. J. Goldsmith, Jr., department-store head, "but Murphy's memo on how to improve our Christmas operation was quite a dividend. It put the problem so clearly that a new solution just naturally followed."

From Front Street out to Quaker Oats, secretaries noticed a difference in the letters of bosses who had started reading Plutarch and poetry. "His letters are more telling somehow," said Philip Murphy's secretary.

Is business thinking bolder?

After Einstein and semantics, young Julien Hohenberg thought up a "central control room" to end the traditional chaos of cotton trading.

Venerable cotton trader Caffey Robertson boasts that his men will now "sit down man to man with me, chew over our basic problems, and call my hand if they see the flaw in my reasoning instead of just yessing the boss."

"Your world gets bigger than your own little corner of business," said wholesale hardware dealer Leslie Stratton, who wrote his State senator to op-

pose a bill that would help his own business. "I found myself thinking not just how it would help me, but how it would affect the whole economy of the country."

The Memphis dairyman no longer skips the news of Asia and Africa. And cotton man Julien Hohenberg listens with new respect to the Indians, English, and Frenchmen with whom he trades cotton.

Business "dividends" are not all that Plato has paid the Memphis executives. "It doesn't concern me whether Plato is of direct use to Talbert on the floor of the Cotton Exchange," said his boss at Anderson-Clayton. "It is making him a better man."

And Plato inspired Talbert to take part in a local election campaign for the first time in his life. He decked his

car with banners and shook hands the length of Front Street—not on cotton business, but the city's needs—and helped defeat the Crump machine, which had run Memphis without opposition for 35 years. Then he and the 21 other local businessmen who didn't speak out on politics before sent the new Mayor of Memphis a famous philosophic essay: "That the Ideally Best Form of Government Is Representative Government."

"Before, he'd come home, eat supper, read the paper, look at television, and go to bed," says pretty dark-haired Margaret Conoway. "You can't talk long about builders' hardware. Now he's so much aware of and interested in what goes on that we can spend a whole evening talking."

Before they graduated, in June, 1957,

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# WHERE TO STAY

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MOTELS  
RESORTS



This "Where to Stay" directory section has been developed as a service to Rotarians so that they may stop at the better hotels, motels, and resorts. Write or wire them directly for further information and reservations. In doing so, please mention THE ROTARIAN.

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## ENGLAND

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**SOUTH KENSINGTON—HOTEL REMBRANDT.** One of London's most favored hotels. Many bedrooms, with private bath. Chelsea Rotary Club meets every Tuesday. 12:45.

**WESTMINSTER—HOTEL RUBENS.** Buckingham Palace Rd. Entirely modernized, nearly all bedrooms with private baths. Westminster Rotary Club meets 1:00 Thursday.

## HAWAII

**WAIKIKI—WHITE SANDS Hotel-Apartment.** All new Hawaiian decor. Pool, lanais, kitchens. Near beach and shops. Donald "Don" Wheel. 436 Nahu, Honolulu 15.

## JAMAICA

**KINGSTON—MYRTLE BANK HOTEL.** Crossroads of the Caribbean, swimming pool, airconditioned annex, shopping arcade. Rotary Club meets 12:45 Thursday.

## MEXICO

**MONTREY—GRAN HOTEL ANCIRA.** Famous the world over. Traditional hospitality. 220 rooms. Totally air-cond. Rotary headquarters. Arturo Torraladrona, Gen. Mgr.

## PUERTO RICO

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**SAN JUAN—SAN JUAN INTERCONTINENTAL HOTEL.** Last word in Mod. arch. Most luxurious, comfortable. Largest private beach in Puerto Rico. J. P. Sutherland, Mgr.

## SWITZERLAND

**ST. MORITZ—KULM HOTEL.** Leading Eu. with bath from \$5—Am. with bath from \$11.50. Rotary Club meets in winter: Tues., 12:15—F. W. Herring, Mgr.

## UNITED STATES OF AMERICA

### ALABAMA

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**FORT WORTH—HOTEL TEXAS.** The executive address in Fort Worth. 500 rooms—air-conditioned—TV—24 hour food service. Linton W. Slack, Manager. RM Friday, 12:15.

## ROTARIANS TRAVEL

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### THE ROTARIAN

1000 Ridge Avenue Evanston, Illinois

the first 22 businessmen met for dinner at Goldsmith's department store and agreed to go on reading the humanities together on their own steam next year. "We don't want to go back into the cave," said one. They were also selling the whole city of Memphis on Plato and the arts, in a word-of-mouth sales campaign that any company would envy.

There's been a run on Plato and the early Greeks at the local book store, which used to carry "one dusty volume." The Memphis newspapers now quote Plato on the front page. And nearly 4,000 adults are taking liberal-arts courses at Southwestern, whose president is Rotarian Peyton N. Rhodes, compared to 200 five years ago.

In the past year the trek of businessmen back to school for a vision-giving dose of liberal arts has spread from Memphis across America. California companies are sending their key men for intensive Summer weeks at Pomona College, New England executives for three months at Clark University.

The Memphis blueprint has been adapted in Akron, Ohio, for young rubber executives, and for Indiana steel, washing-machine, and drug-company men in Wabash. Inland Steel brings its executives in once a month from all over the country to study the "great books" with philosopher Mortimer Adler. And the Bell Telephone system is now sending not only third-level managers but their bosses to Swarthmore, Dartmouth, and Williams for liberal-arts eye-openers.

Gillen of Bell, who started it all, thinks business is finally beginning to remedy a weakness in American democracy which historian De Tocqueville pointed out 100 years ago: "It would seem as if the rulers of our time sought only to use men in order to make things great: I wish they would try a little more to make great men: that they set less value on the work, and more value upon the workman."

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## Hope

*We bow beneath our weight of pain and loss  
When, striving as we may to make life sweet,  
We face with shame the presence of defeat  
And carry on from day to day our cross.  
Yet, why should we, who sadly fear and fail,  
Lose heart, and from our peace to gloom descend,  
As if there were no power still to end  
The state of mind we dearly bewail?  
There is a star that shines upon our course  
And lights our path upon the darkest night,  
That lifts us by its animating force  
And turns our foolish blindness into sight.  
We call it Hope, our comforter and friend:  
If wise, we'll then its favor apprehend.  
—ROBERT BAYARD PROCTOR  
Rotarian, Stuart, Va.*

THE ROTARIAN

## Real Visitors from Outer Space

[Continued from page 15]

and flight pattern are accurately checked whatever the hour. Before radar, only nights without moonlight permitted the eye to see the awesome spectacle of a meteor, that tell-tale flame of luminescence which accompanies a plunging meteorite.

Strangely enough, the plains of Kansas seem to have a great attraction for falling meteorites. Dr. Nininger says perhaps a sixth of the world's recoverable specimens and a third of all North American finds were made in this State. Although less than three persons in a million will ever see a fall, two "drops," on separate occasions, occurred on the J. K. Freed farm (Scott County) alone. Actually, most stones plunge into the ocean.

No human, apparently, has been stoned to death from celestial rocks. Oxen were killed in Brazil in 1836. A 14-pound stone barely missed a funeral procession in a Colorado cemetery. And on July 4, 1917, a 150-pounder plopped on the streets of Colby, Wisconsin.

If you ever see a meteorite land—or uncover one already fallen—you have made a valuable discovery, with plenty of research groups eager to deal with

you. Meteoriticists will want to know from what direction it came and from what angle it approached; when the fireball appeared; about any associated phenomenon. And of course the exact landing spot, and how deeply the meteorite plunged itself into the ground.

But of all the fascinating things about these exotic visitors from that great eternity we so weakly call "space," I think Professor Charles Lipman has come up with the most interesting story. He says he has uncovered some evidence of extraterrestrial spore-bearing bacilli on "aerolite" meteorites. If true, these bacteria may help prove what kind of life exists on other planets. Earlier, scientists William Kelvin and Von Helmholtz theorized that such stones first brought life to our home planet during its azoic stage. Presumably we evolved from them—even-  
tually.

Anyway . . . the idea of having ancestors in bacterial form so rugged that they could immigrate onto our earth by riding in on a fiery 15,000 mile-an-hour meteorite ought to thrill any human in this space-minded age. What a ride they had!

## Should Governments Subsidize Political Candidates?

[Continued from page 18]

he is found guilty of violating this law.

In my country there is a law limiting the amount any candidate may spend for his campaigns, not to exceed one year's salary of the office for which he aspires. But this amount does not include contributions given to him by his friends. Herein lies the defect in our law.

I definitely feel that campaign contributions affect a politician's actions. Politicians are human, and gratitude is a human trait. To lessen the favoritism for campaign contributions, it would be necessary for the donor or donors so to tell the candidate, and mean it too, that there are no strings or conditions tied to the contribution, and that it is simply an honest desire to see the right man get the right job. All this must be made publicly, so that if there is any insincerity involved it might be publicly exposed.

I feel that right now, in my country, too much radio and television time is given to candidates. Before elections, radio and TV time is filled with political speeches, sometimes 18 hours a day. I think it could bear curtailing to a great extent. On the other hand, radio and TV

are commodities for sale, so how do you go about curtailing the sale of a good and sound commodity like radio and TV? I do not really know.

In my country we elect only our President and Vice-President, Senators and Congressmen and Governors, Provincial boards, city and town Mayors, and city and municipal boards. All others are appointed.

I believe that this is a desirable system, which for one thing helps to curtail the amount of money that must be sought in political contributions.

## Instead, Limit Expenditures

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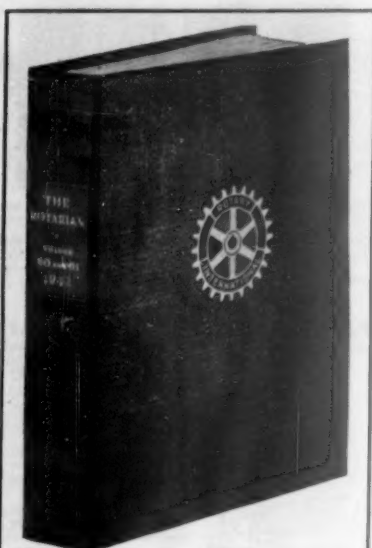
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Lawyer  
Hamilton, N.S.W., Australia

**M**ANY people in Australia feel that too many free concessions and "perks" are already accorded our politicians. Free transport, high pensions after a certain term of office, large expense accounts, and other items debited against the taxpayer—all these seem to strain the provisions of The Four-Way Test. I therefore feel that campaign subsidies and/or free radio and television time is not deserved by candidates, and any move to grant them would further irritate an already impatient electorate.

Yet it is true, I believe, that the acceptance of a campaign contribution presupposes some benefit to the donor. To ensure the continuity of donations, the average politician will inevitably reciprocate.

The only alternative to subsidies would be the selection of candidates of a higher standard than most countries,

in their complacency, seem prepared to demand. More statesmen and fewer politicians are needed; true statesmen, whether elected with the help of campaign contributions or not, would never stoop, as Shakespeare said, "to sell and mart their offices for gold to under-servers."

I am not aware of any specific Australian law affecting individual campaign expenditure. The ordinary criminal and civil remedies may lie in respect of any misappropriation or mismanagement of such funds if a trust has been created, but happily the subject has not as yet become a vexed one in our young democracy.

I do not believe that reducing the number of elected men and increasing appointments would help matters. More appointments could lead to more bribery and corruption. They would mean the build-up of bureaucracy, that hydra-headed enemy of freedom. Even in Australia we have examples of Governments elected upon promises to reduce the public service; subsequently, the Government has increased that service both numerically and also in its executive powers. Too many countries, governed by a bureaucracy, have found themselves overwhelmed by

... the insolence of office and the spurns  
That patient merit of the unworthy  
takes.

### Odd Shots

Can you match the photo below for uniqueness, human interest, coincidence, or just plain out-of-the-ordinary-ness? Then send it to the Editors of *The Rotarian*. You will receive a check for \$3 if your "odd shot" is used. But remember—it must be different!



A theater marquee gave a cordial greeting to visitors during a District Conference in Clintonville, Wis. Local Rotarian Tom Morgan provided the camera record.

# Why Hold a Club Forum?

IN ancient Roman cities the forum was an open place, usually large and rectangular, for holding public meetings on vital judicial and political matters. The forum of the city of Rome covered a



flat area on Capitoline Hill, its vast open-air auditorium encircled by shops and galleries for spectators. These Roman forums helped build a system of laws termed a "rich

legacy to the world" by political scientists. Another example of the forum type of meeting within the framework of government is the *landsgemeinde* in Switzerland. Dating back to the 13th Century, it is an "open-air parliament" to which voters come to discuss issues and vote.

The New England town meetings in America, in the 17th Century, provide another example of the effectiveness of open discussion of matters of common concern. Also, in ancient India the *panchayat* brought villagers together to discuss community problems, and is today still used in the smaller communities.

These and other similar meetings established long ago the importance of the forum as a method of facilitating open, informed discussion on specific topics. Rotary Clubs in all parts of the world use this type of meeting to help members become better informed on all avenues of Rotary service, and to spotlight what can be done in each field of service on the community level.

How do Rotary Clubs get the most out of the forums they hold? First, they proceed on the basis that a Club forum is beneficial to all members, but especially so to the newer ones. To encourage attendance, Club Presidents often invite each member to a forum by personal letter. Secondly, forums are held, if at all possible, in the evening as a dinner meeting, though some Clubs have held successful forums at their regular meeting time.

The key man in the success of the Club forum is the leader, the one chosen to guide the meeting in keeping with the principles of full, free, and informed discussion. He should be the member best

qualified to handle the particular field of service to be discussed, and he should be able to steer the proceedings with fairness, firmness, and tact. When the discussion is on, he should be able to gauge its progress, keeping alert to avoid an undue concern with the less important points and any tendency to stray from the subject.

To get the discussion off to a fast start, many leaders talk with two or three participants before the meeting begins, asking them to be prepared to make some observations or to ask questions. Then, with the discussion under way, the skillful leader keeps his comments to a minimum, speaking only to inject a fresh point, or to correct misstatements due to lack of information.

Other important aspects of the Club forum include the seating of participants (a semi-circular arrangement around the leader is effective), the



allotting of sufficient time for adequate consideration of the subject, and strict adherence to the scheduled starting and closing times. It is also helpful to have on hand reference material relating to the subject, so that the leader might quote from authoritative sources whenever he feels it necessary.\*

The Club forum is one of the most effective "tools" used to develop a better understanding of the Rotary program among Rotarians. Quiz programs and panel discussions, classification talks and fireside meetings are other tools to promote understanding of Rotary-related topics, as are such publications of Rotary International as *Adventure in Service*, *Service Is My Business*, *Seven Paths to Peace*, and *THE ROTARIAN* Magazine.†

\* Rotary Clubs planning to hold a Club forum should write to the Central Office for gratis reference material.

† *Adventure in Service*, *Service Is My Business*, and *Seven Paths to Peace* are available at the Central Office, each \$1 a copy.

## Bedrock Rotary

The Rotarian, young or old, who seeks to know Rotary well will find its fundamentals in the Constitutional documents, in Convention Resolutions, in the decisions of its administrative leadership, and in other expressions of its principles, traditions, and usages. To deepen his understanding and appreciation of this "bedrock Rotary," this department treats one or more of these basic matters each month.—The Editors.

AUGUST, 1960

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## MOVING? CHANGE OF ADDRESS?

Send your new address at least 60 days before the date of the issue with which it is to take effect. Either tear the address label off magazine cover and send it with your new address and name of Rotary Club or send your old and new address together with the name of your Rotary Club. The Post Office will not forward copies unless you provide the extra postage.

THE ROTARIAN, 1600 Ridge Avenue, Evanston, Ill.

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# At Your Leisure

Hobbies, sports, adventure—how Rotarians relax.

AS IT HAS for thousands of men the earth around, Rotary membership started new trends of thought for W. H. CURRY, of Waco, Texas. One new path of thinking led him, about ten years ago, to the friendly custom he writes about this month.

EVERY month of the year, I send out about 50 birthday greetings to celebrants on a 600-name list I keep. Not all are Rotarians, though the list originally began as a record of Rotarians' birthdays. It now includes the names of many men outside of Rotary, a fair percentage of whom are business associates of mine in the lumber industry.

Over the years I have had a heartening response from the recipients of my greetings, and it has come, I am sure, because of the kind of remembrance I send. Instead of the usual card, I send an eight-page pamphlet entitled *Birthday Greetings and Friendly Chat*. A printed booklet, its inside pages contain excerpts gleaned from many sources and quotations from the remarks of famous persons. Each of the "chat" items is chosen for its ability to lift a man's spirits, bring a smile to his face, or provide him with a guidepost for daily living.

How did I get started on this? Well, it is simply an instance of one fellow doing for others what he has enjoyed having done for him. Soon after I became a Rotarian, a member of the Rotary Club of Waco sent me a card on my birthday. It impressed me deeply. It brought home to me, personally, the satisfaction a man gets when his friends remember an occasion of importance to him, whether it is a job promotion, election to a worthy office, the birth of a baby—or a birthday.

I look upon this pastime as an effective way to help promote "the development of acquaintance as an opportunity for service"—the first avenue of service in the Rotary program. Many Rotarians personally remember the birthdays of their fellow members, so this idea is not original with me, though I know of no other booklet type of greeting such as I use.

My first greetings, however, were conveyed on postal cards, the upper portion listing events of major importance, the lower portion events of minor importance. Needless to say, the birthday of the recipient was heralded as an event of major significance. When I switched to the pamphlet idea, I took on the writ-

ing of a message on the front cover. It isn't changed according to a rigid schedule, though few cover messages are used for more than a year.

The main job is the maintenance of the birthday list. It is not a permanent listing; it grows and dwindles with periodical additions and deletions. The birthdays of Rotarians I usually obtain from Club rosters, though I don't send greetings to every member of my Rotary Club every year. All new members, however, receive the booklet on the first birthday they have after joining the Club.

Quite often my birthday greetings surprise the first-time receivers. "How did you know my birth date?" they usually ask me. Rotarians know that Club rosters list their birth dates, but non-Rotarians are puzzled. Many times I get the date from the wives, though you can get the date of a man's birthday from him, and it's likely that he'll forget that he gave it to you.

One of the regular recipients of my greetings is Rotarian J. C. Penney, of New York City, the famous Golden Rule merchant. I met him years ago at a Rotary meeting, and he's been on my birthday list ever since. His birthday is the same as that of Clifford A. Randall, of Milwaukee, Wisconsin, who served as President of Rotary International for 1958-59. In response to my greeting to him, Cliff replied, "I was delighted to receive your *Birthday Greetings and Friendly Chat*. This is a most ingenious

BIRTHDAY GREETINGS  
AND

*Friendly Chat*

from  
W. H. CURRY

Waco, Texas

Dear Friend:

This birthday incident has been going on for a long, long time. I don't even know the birthday in general.

Adam said Eve had them, I suppose, and Noah lived to be 950 years old. I looked it up in the Bible, and it says so, so it's so.

So all that could possibly be said about birthdays has been said. And I can't begin to say in one short letter all the pleasant things I wish for you on this, your anniversary. But all through the coming year, whenever anything especially nice happens to you—say, that will be one of the things I hoped would happen.

Sincerely,

W. H. Curry

The front cover of Rotarian Curry's greetings bears text he writes himself.

THE ROTARIAN





Standing before a mural in his office, Greeting-carder Curry holds a batch of Friendly Chat booklets ready to mail.

and highly personalized birthday remembrance."

The contents of the booklet include an excerpt from a proclamation by Lincoln, several maxims under the heading "By the Way," and an essay entitled "I Am Thankful." A paragraph from the latter contains these words: "I am thankful for friends—for their voices and their firm handclaps, for the unseen but powerful threads that unite their lives with my life."

I can think of no better ending for this little story than these words.

## What's Your Hobby?

Many hobbyists say that their true enjoyment came when their particular field of interest was shared with others. Perhaps it will be that way with you too—If you request THE HOBBYHORSE GROOM to list your name below. You must be a Rotarian or a Rotarian's wife or child. The Groom will appreciate your indicating the Rotary Club of your affiliation. He asks that you be patient: it will be a number of months before your name appears, so great is the request list.

**Stamps:** Arturo C. Plata (collects stamps), P. O. Box 108, Baguio, Philippines.

**Old Prints:** Bookies Stanford H. Dingman (collects early printing, letters, handwritten documents, trade and legal agreements, parchments, manuscripts, newspaper history, clippings, color prints and illustrations, Canadiana; will exchange or purchase), 110 Douglas St., Stratford, Ont., Canada.

**Drinking Glasses:** Mrs. Mark Buckrop (wife of Rotarian—collects and will exchange State or city drinking glasses; also would like pattern of Lord's Last Supper in needlepoint), 100 31st Ave., Rock Island, Ill., U.S.A.

**Tapes:** Paul Bellevue (desires tape recordings from Southern U.S.A.; can answer all tapes 3 1/2 or 7 speeds, from three-inch to seven-inch spools), 240 13th Ave. N. E., Swift Current, Sask., Canada.

**U. S. Civil War:** L. D. Thompson (interested in U. S. Civil War and its relics; will exchange), 1220 Chickasaw, Paris, Tenn., U.S.A.

**Stamps:** William R. Thaler (collects stamps and will exchange new U. S. stamps for back issues; also interested in new issues of other countries), 359 Colorado Ct., Lafayette, Calif., U.S.A.

**The Rotarian Bound Volumes:** Howard Hanes (needs 1933 and bound volumes prior to 1915 to complete collection of bound volumes of THE ROTARIAN), 609 E. Green St., Pasadena, Calif., U.S.A.

**Stamps:** Norman A. Schmulian (collects stamps; will exchange stamps from South and Central Africa for those of Rotary interest), P. O. Box 441, Gwelo, Southern Rhodesia.

**Coins:** R. McBryde (son of Rotarian—collects coins; will exchange old Canadian coins for old U. S. coins), P. O. Box 261, Oliver, B. C., Canada.

**Telephone Directories:** Book and Coin Catalogues: Dr. Charles Ferris (adult son

of Rotarian—collects book and coin catalogues; collects telephone directories, all languages, for linguistic research; collects menu cards, wine lists, auction catalogues), 10 N. Main St., Greenville, Pa., U.S.A.

**Badges:** Stamps: Angela Haenke (16-year-old daughter of Rotarian—collects Girl Guide and Girl Scout friendship, tenderfoot, and other badges; collects stamps of countries other than Australia and will exchange), "Rockton," Rockton St., East Ipswich, Quid., Australia.

**First-Day Covers:** Marsha Mildon (13-year-old daughter of Rotarian—collects first-day covers; will exchange), 146 Rebecca St., Hamilton, Ont., Canada.

**African Violets:** Mrs. Ray W. Gierhart (wife of Rotarian—collects and raises African violets), 1220 E. Fairview, Sapulpa, Okla., U.S.A.

**Pen Pals:** The following have indicated interest in having pen friends:

Silvia L. Kiltroser (15-year-old daughter of Rotarian—desires pen pals outside Argentina; enjoys music, swimming, sailing, dancing, piano, travel), Jujuy 1111, Córdoba, Argentina.

Alice Marie Doerr (daughter of Rotarian—likes music, dolls, riding), 910 Morgan Ave., Palmyra, N. J., U.S.A.

Billy Hunter (11-year-old son of Rotarian—would like pen pal outside U.S.A.), 810 Ninth Ave. N. W., Fuyallup, Wash., U.S.A.

David Snow (16-year-old son of Rotarian—likes cars, popular music, dancing, sports), 2509 Kay Ave., Sedalia, Mo., U.S.A.

Margaret Burnet (10-year-old daughter of Rotarian—interested in stamps, riding, Girl Guides), "Killara," Glengarry, Vic., Australia.

Mrs. A. G. Burnet (wife of Rotarian—enjoys gardening, Girl Guides, shells, stamps), "Killara," Glengarry, Vic., Australia.

Lynda Kallnick (11-year-old daughter of Rotarian—wishes pen pals aged 10-13, interested in coins, Girl Scouts, swimming, dramatics, cooking, popular music), 2 Fern St., Hot Springs, Ark., U.S.A.

Annette Thomas (15-year-old daughter of Rotarian—interests include piano, gardening, modern music, dancing, stamps), Box 31, Waihi, New Zealand.

Paul Wright (16-year-old son of Rotarian—wishes a pen pal in U.S.A. or British Commonwealth; interested in exploring, films, dancing, modern music), 13 Western Ave., Western Heights, Tullermarine, Vic., Australia.

D. D. Narasimha Baba (son of Rotarian—likes chess, stamps, postcards, movies, drama, cartoon collecting, drawing), c/o D. Viseswara Rao, Fort Rd., Masulipatam, India.

Hilda Joyce Miller (11-year-old daughter of Rotarian—wishes pen pals in Israel, England, Australia, Union of South Africa, Switzerland; enjoys singing, dancing, drawing, sports), 1101 Fraser Ave. S. E., Huntsville, Ala., U.S.A.

Lillian A. Lim (13-year-old daughter of Rotarian—desires English-speaking pen pal outside Philippines; enjoys music, stamps, coins, chess, Chinese checkers, piano), c/o Tamar College School, Catbalogan, Philippines.

Nestor A. Lim (18-year-old son of Rotarian—wants English-speaking pen pal outside Philippines; interests include coins, stamps, music, dancing, sports, movies), c/o Tamar College School, Catbalogan, Philippines.

Wanny Oel (14-year-old daughter of Rotarian—likes postcards, stamps, records, swimming, movies), Sumbing, Malang, Indonesia.

Susan Brundage (10-year-old daughter of Rotarian—desires pen pal in England, Ireland, France; interested in Girl Scouts, piano, swimming, ice skating), 50 Stewart Rd., Short Hills, N. J., U.S.A.

Evelyn Turri (12-year-old daughter of Rotarian—wishes pen pals outside Canada and U.S.A.; enjoys piano, popular music), 517 Connaught Dr., Medicine Hat, Alta., Canada.

Mrs. Charles Pierce (wife of Rotarian—desires pen pals outside U.S.A.; hobbies include sewing, gardening, knitting, collecting tea cups), 26 Beech St., Franklin, N. H., U.S.A.

Geoff Hoffmann (15-year-old son of Rotarian—desires pen pal aged 14-17 interested in playing chess by correspondence), Tarrington, via Hamilton, Vic., Australia.

Brian Swagerty (11-year-old son of Rotarian—wishes pen pals aged 10-11; enjoys swimming, football, baseball, collects postcards), 2435 Calhoun Way, Stockton 7, Calif., U.S.A.

Margaret Evans (18-year-old daughter of Rotarian—interested in corresponding with first- or second-year commercial-art student outside South Africa; enjoys literature,

music, general information, gardening), 58 Duncan St., Witbank, Union of South Africa.

Leif Johannisson (18-year-old son of Rotarian—seeks English- and German-speaking pen pals; interested in postcards, stamps, music, different cultures, movies), % Sandberg, Ystadsgatan 18, Malmö 8, Sweden.

Susan Facey (11-year-old daughter of Rotarian—wants 12-year-old pen pal from Sweden, Norway, Scotland; likes music, art, sports, Girl Scouts), 4112 35th Street, Rock Island, Ill., U.S.A.

Catherine ("Douglas") Finney (13-year-old daughter of Rotarian—desires pen pal in Hawaii and France; enjoys cheer leading, horses, collecting postcards), 1304 Valley View Rd., Martinsville, Va., U.S.A.

Oel Sien Tjoen (son of Rotarian—wishes to correspond with someone in Brazil; interested in Scouting, sailing, fishing, swimming, tennis, stamps, photography), Kauman 34, Malang, Indonesia.

Jag Rattan (17-year-old son of Rotarian—desires pen pal aged 15-20; interested in stamps, view cards, cricket, movies, religion, ethics, chemistry, tourism), Upper Sixth Form, % Malacca High School, Malacca, Malaya.

Linda Mary Slegg (12-year-old daughter of Rotarian—wants pen pals aged 11-13 who enjoy swimming, piano, stamp collecting, photography, animal training), 9059 Second St., Sidney, B. C., Canada.

Marianne Ericson (19-year-old daughter of Rotarian—wants pen pals in U.S.A., India, Italy, Germany, England; interests include stamp collecting, popular music, sports, photography), Odengatan 12, Bollnäs, Sweden.

Jari Ericson (15-year-old son of Rotarian—interested in pen pals from Germany, U.S.A., Australia, England, South America; likes horses, photography, tape recording, music), Odengatan 12, Bollnäs, Sweden.

Desley Sauer (16-year-old daughter of Rotarian—wants pen pal outside Australia; interests include sports, stamps, postcards), 255 Gypie Rd., Kedron M. 11, Brisbane, Quid., Australia.

Mrs. Harry F. Neff (wife of Rotarian—wishes correspondence with housewife outside U.S.A.; interested in homemaking, cooking, Girl Scouts), 725 S. Court St., Medina, Ohio, U.S.A.

Ann Knecht (daughter of Rotarian—seeks pen pals aged 8-10 in U.S.A. and England; likes music and sports), 230 Sherman St., Meyersdale, Pa., U.S.A.

Gautam Sarabhai Kashiparekh (20-year-old son of Rotarian—wishes pen pals outside India, preferably Canada, U.S.A., France, Australia; enjoys photography, stamps, postcards), 19-A, Shantinagar Society, Ashram Rd., Ahmedabad-13, India.

Clair Paterson (12-year-old daughter of Rotarian—wants to correspond with girls aged 12-13 outside New Zealand), Highfield Rd., Felding, New Zealand.

Isabel Dewey (13-year-old daughter of Rotarian—desires pen pals outside U.S.A., preferably from Pacific Islands and Southeastern Asia; enjoys dancing, music, collecting postcards and dolls, sports), 1005 First St., Meadville, Pa., U.S.A.

Robin Barkley (8-year-old daughter of Rotarian—desires pen pal outside U.S.A.; interested in piano, ballet, drawing), 57 Dudley Ct., Piedmont, Calif., U.S.A.

—THE HOBBYHORSE GROOM



"You need a wife and teen-age children, Hinkinson. The walk to your office would do you a lot of good."



## STRIPPED GEARS

### My Favorite Story

A fellow and a girl charged around a corner and bumped into each other. They stepped back, apologized, and started up again. But both dodged in the same direction and bumped once more. This time the fellow stepped back, raised his hat, and gallantly remarked, "Just once more, then I have to go."

—LEROY V. BROWN, *Rotarian*  
Le Roy, New York

THE ROTARIAN will pay \$5 to Rotarians or their wives for favorite stories. Send them to *Stripped Gears*, THE ROTARIAN Magazine, 1600 Ridge Avenue, Evanston, Illinois.

### Well Done

"If it's worth doing, do it well."  
That's how most people view it.  
So, if a thing's worth doing well,  
I get one who can do it.

—D. E. TWIGGS

### Hidden Cogs

Hidden in the words defined as follows is a cog:

1. The faculty of apprehending a coming event.
2. Under an assumed name.
3. To think over something.
4. French brandy.
5. Recall the identity of.
6. A surname.
7. Forcible; convincing.
8. Aware.

This quiz was submitted by Florence M. Chamberlin, wife of a Connersville, Indiana, Rotarian.

### Word Game

The letter "a" is important in this word game, because every other letter in the word defined as follows is an "a":

1. A tropical fruit.
2. Country lying north of U.S.A.
3. From the seeds of this tree comes chocolate.



4. A company of travellers.
5. Fruit of a tropical American tree.
6. Winter melon.
7. Pertaining to one's birth.
8. Cold dish of green vegetables.
9. Unit of measure for precious stones.
10. Central American republic famous for its canal.
11. A boat.
12. Chain of islands off the East Coast of Asia.
13. Fundamental.
14. A heathen.
15. Mortal.

This quiz was submitted by Melba Baehr, of Eau Claire, Wisconsin.

The answers to these quizzes will be found below.

### Observation

The pockets of a little boy  
Hold anything from frog to toy,  
I know of nothing loaded worse,  
Unless perhaps his mother's purse.

—F. G. KERNAN

An Iron worker was nonchalantly walking the beams high above the street on a new skyscraper, while the pneumatic hammers made a nerve-jangling racket and the compressor below shook the whole structure. When he came down, a man who'd been watching him tapped him on the shoulder.

"I was amazed at your calmness up there," he said. "How did you happen to go to work on a job like this?"

"Well," said the worker, "I used to drive a school bus, but my nerves gave out."—*The Watervillian*, WATERVILLE, NEW YORK.

"You don't mean to tell me that you have lived in this out-of-the-way place for 30 years."

"I have."

"But, really, I cannot see what you find to keep you busy."

"Neither can I—that's why I like it."—*Rotary Cog*, ROODHOUSE, ILLINOIS.

One of the great things about living in a democracy is that we have complete control over how we pay our taxes—cash, check, or money order.—*The Kernel*, FARMINGTON, MISSOURI.

"My credit is really improving," commented one businessman to another. "Why, I went over to the bank this

### Answers to Quizzes

Hidden Cogs: 1. preCognition, 2. inCOG-nito, 3. COGnitate, 4. COGNate, 5. reCOGNize, 6. COGNomen, 7. COGent, 8. COGNizant, 9. Word GAMES, 10. BANana, 11. BANana, 12. BANana, 13. BANana, 14. BANana, 15. BANana, 16. BANana, 17. BANana, 18. BANana, 19. BANana, 20. BANana, 21. BANana, 22. BANana, 23. BANana, 24. BANana, 25. BANana, 26. BANana, 27. BANana, 28. BANana, 29. BANana, 30. BANana, 31. BANana, 32. BANana, 33. BANana, 34. BANana, 35. BANana, 36. BANana, 37. BANana, 38. BANana, 39. BANana, 40. BANana, 41. BANana, 42. BANana, 43. BANana, 44. BANana, 45. BANana, 46. BANana, 47. BANana, 48. BANana, 49. BANana, 50. BANana, 51. BANana, 52. BANana, 53. BANana, 54. BANana, 55. BANana, 56. BANana, 57. BANana, 58. BANana, 59. BANana, 60. BANana, 61. BANana, 62. BANana, 63. BANana, 64. BANana, 65. BANana, 66. BANana, 67. BANana, 68. BANana, 69. BANana, 70. BANana, 71. BANana, 72. BANana, 73. BANana, 74. BANana, 75. BANana, 76. BANana, 77. BANana, 78. BANana, 79. BANana, 80. BANana, 81. 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# COME TO TOKYO IN 1961!

## Official Call To The 52d ANNUAL CONVENTION OF ROTARY INTERNATIONAL

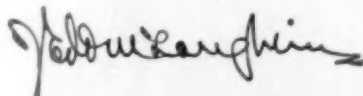
**WHAT** a great joy it is for me—as one of my first official acts as President—to extend a special invitation to all Rotarians and members of their families to attend the 52d Annual Convention of Rotary International in Tokyo, Japan, on May 28 to June 1, 1961!

This will be the first Convention of Rotary International to be held in Asia, and it promises to be one of the most interesting in Rotary's long history. Enthusiastic responses of Rotarians in the 373 Rotary Clubs in Japan indicate that thousands of Rotarians and their ladies of that country will be on hand in Tokyo to give a warm welcome to their Rotary guests from abroad.

For Rotarians travelling from Australia, New Zealand, and North America, special transportation arrangements are being made by Rotary International Committees. Conventiongoers have the choice of leisurely trips on luxurious ocean liners or swift crossings by jet plane. Colorful land tours of Japan are available, together with visits to various Asian countries, and round-the-world and round-the-Pacific trips in the congenial company of fellow Rotarians.

As a Rotarian is expected to attend the meetings of his Rotary Club, so the Club is expected to be represented at the Annual Convention. Article VII of the Constitution of Rotary International gives full information about the rights and responsibilities of the Club with reference to the Annual Convention.

Come to Tokyo in 1961 to participate in this historic Rotary Convention—come to experience at firsthand the beauty of Japan and the friendliness of its people—come to enjoy the stimulating personal contact with your fellow Rotarians from around the world.



ISSUED THIS FIRST DAY  
OF JULY, 1960.  
IN EVANSTON, ILLINOIS, U.S.A.

J. EDD McLAUGHLIN  
President, Rotary International





# Question:

**"How successful is APECO advertising in The ROTARIAN?"**

We were recently asked this question . . . so we passed it along to Mr. Hobart G. Miller, Vice President and Director of Advertising at American Photocopy Equipment Company. Mr. Miller has guided the advertising of this dramatically successful company during the 18 years they have advertised in THE ROTARIAN. His answer is self-explanatory . . .



# Answer:

**"Consistently Outstanding Results!"**

APECO depends on advertising for direct sales results. Their detailed records of inquiries and conversions-to-sales determine whether or not they continue advertising in any publication. Mr. Miller's letter tells the story: **18 CONSECUTIVE YEARS IN THE ROTARIAN!**

To quote a reminder-sign seen recently in an advertising agency office: "The object of good advertising is not to see how many people you can reach. The object of good advertising is to **SELL** goods, services and ideas."



SEND FOR THIS FREE MARKET STUDY

KEY FACTS about Rotarian Subscribers

To those of you interested in reaching and selling businessmen and community leaders en masse (375,000 of them), may we suggest you investigate THE ROTARIAN as an advertising medium. Write us on your business letterhead, and you will promptly receive the booklet "KEY FACTS about Rotarian Subscribers" giving you specific facts on the market we reach for your product or service. It costs so little to inquire--and you stand to gain substantially. May we hear from you--soon?

# The ROTARIAN

1600 Ridge Avenue, Evanston, Illinois



